



Euromonitor
International

Headphones in India

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Gen Z consumers continue to drive the growth of headphones through their love of True Wireless Stereo (TWS) earbuds
While boAt currently holds the leading position in headphones, competitors are gaining ground
Allegations of white labelling slowing the growth of several home-grown brands, including boAt

PROSPECTS AND OPPORTUNITIES

Despite the high base, TWS earbuds set to drive growth, but some potential for premium over-ear wireless headphones
Driven by the expansion of quick commerce, retail e-commerce will remain the fastest-growing sales channel
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