



Headphones in Germany

August 2024

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Headphones in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of headphones increase, driven by the premium segment
Apple's AirPods continue to dominate TWS earbuds in the German market
Appliances and electronics specialists remains the dominant retail channel

PROSPECTS AND OPPORTUNITIES

Innovations in TWS earbuds in terms of gesture recognition and others
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Fairbuds has the potential to completely change the headphones category

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