

# Headphones in Denmark

August 2023

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## Headphones in Denmark - Category analysis

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#### 2023 DEVELOPMENTS

Positive volume growth supported by specialist headphones for different uses

TWS earbuds maintain their status as a priority choice

Consumers seek aesthetic designs to suit their personal styles

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Volume sales set to slow down, whilst demand remains relatively stable

TWS earbuds expected to remain a winner

Task-specific segmentation required for brands to stand out

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