

Headphones in Hungary

July 2023

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Headphones in Hungary - Category analysis

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2023 DEVELOPMENTS

Demand for wireless headbands wanes with the end of home seclusion

Consumers continue to prefer TWS earbuds

Apple continues to lead, but landscape becomes more fragmented

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Muted volume growth over the forecast period

Slowed growth for TWS earbuds as the category matures

Mass to outperform premium as consumers remain price-sensitive

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