

# Headphones in Hong Kong, China

August 2023

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## Headphones in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Continued popularity of TWS earbuds sustains growth in headphones  
Technological improvements will drive maintained growth in TWS earbuds

#### PROSPECTS AND OPPORTUNITIES

TWS earbuds to become even more popular as sound quality improves  
Headphones set to become more competitive, with polarisation expected

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