

# Headphones in Norway

August 2023

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## Headphones in Norway - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Headphones enjoys positive volume success, thanks to popularity of TWS earbuds  
Higher retail price points also affect headphones, driven by both inflation and product developments  
Recycled plastics become increasingly used in the manufacture of headphones

#### PROSPECTS AND OPPORTUNITIES

Wireless headphones set to support ongoing growth  
TWS earbuds set to maintain and grow popularity  
Older-style earphones will decline as TWS earbuds continue to rise

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