

Headphones in Nigeria

July 2023

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Headphones in Nigeria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

TWS earbuds drives overall volume growth in headphones
Oraimo leading player in a highly fragmented landscape
Rapidly changing technology means headphones needs to be upgraded frequently

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Double-digit volume growth over forecast period
Technological advances drives further volume growth of TWS earbuds
Faster, more reliable internet will facilitate e-commerce growth

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