

Headphones in Romania

August 2023

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Headphones in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Headphones continues to see strong growth as consumers become more mobile Innovation remains key as Sony and Huawei enter new product lines Consumers increasingly going online to purchase their headphones

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Positive growth expected as entertainment shifts into the digital sphere TWS earbuds set to drive growth but wireless headphones likely to retain appeal Increasing competition is music the ears for consumers in Romania

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