

Headphones in Taiwan

August 2023

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Headphones in Taiwan - Category analysis

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2023 DEVELOPMENTS

TWS earbuds buck declining sales trend

Apple leads headphones, supported by its AirPods and AirPods Max brands

E-commerce dominates distribution of headphones in 2023

PROSPECTS AND OPPORTUNITIES

TWS earbuds will continue to lead growth, with premiumisation set to draw in more consumers

Retailers will need to invest in-store experiences to draw consumers away from e-commerce

Crowdfunding and social media platforms will be used to attract consumers

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