

# Headphones in Argentina

July 2023

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## Headphones in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising sales of headphones due mainly to outstanding performance of TWS earbuds

Rising consumer awareness provides an extra push to TWS earbuds

Rapid growth and development and diversity of products results in fragmentation

#### PROSPECTS AND OPPORTUNITIES

Demand for TWS earbuds to continue growing, eroding sales in wireless earphones

E-commerce to remain a primary distribution channel for headphones

Average unit prices to fall across headphones as mass brands proliferate

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