

# Headphones in Saudi Arabia

July 2023

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## Headphones in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wireless headphones/earphones project growth in Saudi Arabia

Key players segment headphone types to differentiate their offerings

Sony announces new LinkBuds S "Earth Blue" model – the smallest and lightest, noise cancelling, wireless headphones made from recycled materials

#### PROSPECTS AND OPPORTUNITIES

Smart and wireless headphones to propel category growth over the forecast period

Average unit prices to reduce over the coming years

Voice assistant apps and integration will also stimulate category competition

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