

# Headphones in South Korea

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales of headphones continue to rise, driven mainly by TWS earbuds

Apple and Samsung continue to lead TWS earbuds

Wireless headbands become more popular amongst millennials and gen Z

#### PROSPECTS AND OPPORTUNITIES

TWS earbuds to become more high-tech and sophisticated due to intensifying competition amongst manufacturers

Audio companies to launch new TWS earbuds to address consumers' rising demand for audio quality

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