

# Headphones in France

July 2023

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## Headphones in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

TWS earbuds continues to cannibalise other options, while consumers switch from mass to premium

Apple maintains its lead, while other brands also enter the premium segment

Retailing landscape remains consistent in headphones

#### PROSPECTS AND OPPORTUNITIES

TWS earbuds set to maintain popularity, with competition from other products still expected

Wireless headbands offer some benefits but have low volume expectations

E-commerce will remain popular as players offer omnichannel strategies

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