

# Headphones in Portugal

August 2023

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## Headphones in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales struggle to regain momentum, thanks to inflationary pressures and lack of need for replacements, following boom during COVID-19

TSW earbuds lead growth

Xiaomi continues to expand, thanks to its high quality-price ratio

#### PROSPECTS AND OPPORTUNITIES

Headphones offer further potential for growth

TWS earbuds will lead growth, thanks to widening array of products at increasingly affordable prices

E-commerce set to become increasingly relevant

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