

Headphones in Chile

July 2024

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Headphones in Chile - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite stagnation, demand for headphones remains above pre-pandemic levels
TWS earbuds remains most dynamic performer in headphones
AirPods and Xiaomi lead overall headphones with Motorola following at a distance

PROSPECTS AND OPPORTUNITIES

Innovation will remain essential to the future development of TWS earbuds
Promotional strategies will continue to strongly attract consumers
Players set to target omnichannel strategies and identify new avenues of distribution

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