

Headphones in the Netherlands

July 2023

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Headphones in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Slight volume growth for headphones in 2023
Premium headphones outperform mass headphones in 2023
AirPods consolidates leading position in headphones

PROSPECTS AND OPPORTUNITIES

High growth period of headphones likely over, with slight decline forecast
Unit prices expected to be under pressure over the forecast period
Manufacturers expected to diversify their premium offerings to attract consumers

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