

Headphones in Japan

July 2023

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Headphones in Japan - Category analysis

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2023 DEVELOPMENTS

TWS earbuds grows well, but overall sales of headphones remain static

Fragmentation, with Apple and Sony standing out from the crowd

Open-ear begins to expand

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Diversification, differentiation, and possession of multiple products

E-commerce set to grow its share of distribution, but offline will remain important

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