

Headphones in Hong Kong, China

August 2024

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Headphones in Hong Kong, China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing popularity of TWS earbuds drives category's overall growth Improved research and development boosts sales of TWS earbuds

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Popularity of TWS earbuds to persist due to perception of improving sound quality Fragmented landscape of premium headphones due to high number of brands entering local market

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