



Headphones in the United Arab Emirates

July 2024

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Headphones in the United Arab Emirates - Category analysis

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2024 DEVELOPMENTS

Demand for headphones continues to grow across the category
Category now dominated by TWS earbuds
Competition and innovation support demand for headphones in local market

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Innovation set to remain a key differentiator among brands
Increasing demand for wireless and smart technology Integration
E-commerce set to gain further penetration as distribution channel

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