



# Headphones in Nigeria

July 2024

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## Headphones in Nigeria - Category analysis

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#### 2024 DEVELOPMENTS

Shift to mass headphone brands as purchasing power decreases

Oraimo leads headphones due to competitive prices

Celebrity brand ambassadors help drive growth of headphones

#### PROSPECTS AND OPPORTUNITIES

The increased use of gyms and fitness centres will boost demand for headphones

E-commerce and social media will help drive sales within headphones

TWS earbuds expected to drive growth within the category

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