

# Headphones in Vietnam

July 2024

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#### Headphones in Vietnam - Category analysis

### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Demand for headphones continues to rise, driven by TWS earbuds Players launch new models that focus on quality and design for younger consumers TWS earbuds are consumers' top choice in Vietnam for various activities

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Headphones to gain further momentum over the forecast period Gaming headphones offer growth potential E-commerce has potential to become leading channel for headphones

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