



Headphones in the United Kingdom

July 2024

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Headphones in the United Kingdom - Category analysis

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Growth stems from TWS earbuds and wireless headbands in 2024

Premiumisation a key driver for headphones

Apple retains leadership of headphones with AirPods

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Premiumisation set to drive stronger value growth over forecast period

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E-commerce expected to remain leading distribution channel for headphones

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