



# Headphones in Italy

July 2024

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Headphones achieve small positive volume growth thanks to becoming ubiquitous like smartphones

Health and wellness trends help to support sales

Consumers seek premium audio quality from their headphones

#### PROSPECTS AND OPPORTUNITIES

Growth in the consumption of audio content plays in favour of headphones

Smaller houses imply a greater need for individual privacy and peace

AI will trigger sales of more premium smartphones, leading to a boost for headphones

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