

Headphones in Sweden

August 2023

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Headphones in Sweden - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers turn to TWS earbuds as they look for convenience and comfort on the move

Consumer behaviour remains altered by the impact of the pandemic

Gaming headsets and noise cancelling functionality two significant growth drivers

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TWS earbuds set for a bright future

Competitive environment set to intensify and expand

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