

Headphones in Israel

July 2023

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Headphones in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

TWS earbuds remains the fastest expanding category in volume terms Sales of wireless earphones continue to plummet AirPods maintains its leading position but faces growing competition

PROSPECTS AND OPPORTUNITIES

Growing use of TWS earbuds will continue to erode demand for other product types Sound quality and noise cancellation set to remain key battlegrounds Mass segment expected to gain ground in TWS earbuds

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