

Headphones in South Korea

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sales of headphones continue to rise, driven mainly by TWS earbuds
- Apple and Samsung continue to lead TWS earbuds
- Wireless headbands become more popular amongst millennials and gen Z

PROSPECTS AND OPPORTUNITIES

- TWS earbuds to become more high-tech and sophisticated due to intensifying competition amongst manufacturers
- Audio companies to launch new TWS earbuds to address consumers' rising demand for audio quality
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Consumer Electronics in South Korea - Industry Overview

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