



Euromonitor
International

Wireless Headphones in Poland

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds drive growth amid rising accessibility and lower prices
Samsung Electronics Polska leads wireless headphones, recording the strongest uplift in share
Appliances and electronics specialists lead wireless headphones distribution in Poland

PROSPECTS AND OPPORTUNITIES

Wireless headphones is set to drive steady growth, driven by TWS earbuds
Innovation is expected to focus on enhanced battery life and AI functions
Health tracking, spatial audio, and smart features are expected to drive innovation in TWS earbuds

CATEGORY DATA

- Table 1 - Sales of Wireless Headphones by Category: Volume 2020-2025
- Table 2 - Sales of Wireless Headphones by Category: Value 2020-2025
- Table 3 - Sales of Wireless Headphones by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Wireless Headphones by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Wireless Headphones: % Volume 2021-2025
- Table 6 - LBN Brand Shares of Wireless Headphones: % Volume 2022-2025
- Table 7 - Distribution of Wireless Headphones by Channel: % Volume 2020-2025
- Table 8 - Forecast Sales of Wireless Headphones by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Wireless Headphones by Category: Value 2025-2030
- Table 10 - Forecast Sales of Wireless Headphones by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Wireless Headphones by Category: % Value Growth 2025-2030

Consumer Electronics in Poland - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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