

Headphones in Vietnam

July 2023

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Headphones in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Online working and a desire for entertainment at home and on the move helps boost sales of headphones

Strong competition drives innovation with Apple continuing to lead

Trusted brands gaining share while distribution dictated by price

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Headphones still full of potential heading into the forecast period

New innovations expected to be seen as competition grows

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