



Euromonitor
International

Wireless Headphones in Saudi Arabia

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds drives demand, offering convenience and improved technology
Anker Innovations makes significant gains in landscape led by established brands
E-commerce continues to gain share from dominant specialists

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Utilising rising importance of IoT and smart homes offers growth potential

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Consumer Electronics in Saudi Arabia - Industry Overview

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DISCLAIMER

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