

# Headphones in Spain

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Apple remains the leader but alternative and mass brands gain ground as TWS earbuds attract a growing audience

Wireless headbands focusing on the premium segment

E-commerce building a stronger share in headphones thanks to a wider offer and competitive prices

#### PROSPECTS AND OPPORTUNITIES

TWS earbuds will continue to cannibalise sales of wireless earphones

Wireless headbands will continue growing in the premium segment

Smaller and alternative players are expected to enter TWS earbuds but Apple will likely retain the lead

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