

Headphones in Austria

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- TWS earbuds drive the demand in headphones
- Widening availability of headphones outside appliances and electronics specialists
- Apple leads while the flood of new product launches continues

PROSPECTS AND OPPORTUNITIES

- The growth phase is likely over
- TWS earbuds to increasingly displace other headphones
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Consumer Electronics in Austria - Industry Overview

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