



Euromonitor
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Wireless Headphones in the Netherlands

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales grow as ecosystem integration and hybrid lifestyles expand the use of wireless headphones

Apple Computer Benelux BV leads, while Samsung Electronics Nederland BV's growth is fuelled by improved ecosystem integration

Retail e-commerce drives wireless headphone sales, with omnichannel playing a supporting role

PROSPECTS AND OPPORTUNITIES

TWS earbuds are set to drive long-term growth in wireless headphones

AI integration is expected to be the key innovation within wireless headphones

AI integration in TWS earbuds is set to improve the user experience and increase convenience

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