

Headphones in Malaysia

July 2023

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Headphones in Malaysia - Category analysis

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2023 DEVELOPMENTS

Positive growth in 2023, despite cost of living concerns

Apple's AirPods loses ground to cheaper alternatives

E-commerce leads sales

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TWS earbuds will cannibalise both wireless headbands and wireless earphones

Premium offerings will be key driver of growth

Physical stores will remain important, despite continued rise of e-commerce

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