

# Headphones in Mexico

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Return to on-the-go lifestyles increases out-of-home usage while residual pandemic work practices boost home use
- Fast-growing gaming community impacts company activity in headphones
- Global players lead, but there is wide room for small manufacturers of low-priced offerings in wireless earphones and wireless headbands

PROSPECTS AND OPPORTUNITIES

- TWS earbuds set to benefit most as consumers keep more than one set of headphones
- Improving online infrastructure to continue to push e-commerce
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