



Euromonitor
International

Wireless Headphones in Thailand

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KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds drives growth thanks to technological improvements and increasing affordability

Xiaomi's innovative but affordable products ensure continued sales and share growth

Retail e-commerce dominates and continues to grow, as low prices and customer reviews give consumers confidence to buy

PROSPECTS AND OPPORTUNITIES

TWS earbuds set to drive growth as technology progresses and prices fall

Upgrades to provide a superior listening experience expected, and developments in manufacturing and distribution

More user-friendly, personalised headphones likely to be seen

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