



Euromonitor
International

Wireless Headphones in Hungary

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds perform well, particularly mass options
Apple maintains lead thanks to strong brand reputation and ongoing innovations
Retail e-commerce continues to grow as the leading channel

PROSPECTS AND OPPORTUNITIES

Positive sales ahead led by TWS earbuds
Innovations expected in sound and monitoring activities to rival options from smart wearables
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Consumer Electronics in Hungary - Industry Overview

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DISCLAIMER

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