



Wireless Headphones in Hong Kong, China

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Continued popularity of TWS earbuds and wireless headbands boost sales in 2025

Appliances and electronics specialists remains the most popular retail channel

Improved technology boosts the sales of TWS earbuds

PROSPECTS AND OPPORTUNITIES

TWS earbuds' popularity will endure thanks to their high sound quality

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