



Euromonitor
International

Wireless Headphones in Australia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Lifestyle Integration Drives Dual Ownership of Headphones in Australia, with Portability and Performance Tailored to Use Case
Apple benefits from brand loyalty, while JBL gains share thanks to a strong value proposition
Store-based retailers retain a key role but more consumers are shifting online

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Fitness culture expected to fuel demand and inform new product development

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