



Wireless Headphones in Sweden

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless headbands is the only area driving growth in wireless headphones

Apple AB retains its lead with AirPods, while Soundcore and Sennheiser record strong growth

Appliances and electronics specialists lead distribution, while retail e-commerce drives momentum

PROSPECTS AND OPPORTUNITIES

Wireless headphone sales are set to decline, though demand drivers will remain

The demand for immersive listening is set to influence product development

Personalisation and AI-enhanced functionality is expected to shape innovation

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