



Euromonitor
International

Wireless Headphones in Argentina

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds drives wireless headphones to record double-digit volume growth
Volume share is led by low-price brands Noganet and Xiaomi lead
Retail e-commerce continues to lead wireless headphone distribution in Argentina

PROSPECTS AND OPPORTUNITIES

TWS earbuds and the import-friendly environment are set to drive volume growth
Lifestyle shifts and wearable technology is expected to boost growth for TWS earbuds
TWS will remain the focus of innovation in wireless headphones

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Consumer Electronics in Argentina - Industry Overview

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DISCLAIMER

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