



Euromonitor
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Wireless Headphones in Vietnam

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- TWS earbuds drives growth due to suitability for a wide range of tasks
- Apple extends its lead as its AirPods have iconic appeal
- Retail e-commerce continues to erode the share of appliances and electronics specialists

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- Solid growth expected due to evolving lifestyles and rising living standards
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Consumer Electronics in Vietnam - Industry Overview

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DISCLAIMER

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