



Wireless Headphones in Austria

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Wireless Headphones in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

From a high level, the steady downward trend continues
Apple stands out in a fragmented competitive landscape
Specialist retailers and retail e-commerce lead distribution

PROSPECTS AND OPPORTUNITIES

Demand likely to continue to fall as maturity is reached, but sales will remain high
TWS earbuds expected to maintain its dominance
In an extremely tough competitive environment, there will be plenty of opportunity to stand out

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