



Euromonitor
International

Wireless Headphones in Germany

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Wireless Headphones in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady demand for TWS earbuds keeps sales growing, while there is a shift towards mass products

Apple dominates TWS earbuds and wins share in wireless headbands

Appliances and electronics dominates, but sales via retail e-commerce rise

PROSPECTS AND OPPORTUNITIES

Forecast period expected to see a continued growth trend for TWS earbuds

Open-ear earbuds have potential, as this niche is growing in line with the health trend

Innovations using AI are still in the experimental phase but have potential for the future

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