



Euromonitor
International

Wireless Headphones in Morocco

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

TWS earbuds continues to fuel growth within wireless headphones
JBL retains the lead thanks to its broad product portfolio and accessible prices
Appliance and electronics specialists benefit from a broad reach

PROSPECTS AND OPPORTUNITIES

Wireless headphones as a whole will continue to see growth in the forecast
Extended battery power and improved sound quality will be a focus of innovation
Alternative products such as watch buds could drive innovation in the future

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Consumer Electronics in Morocco - Industry Overview

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DISCLAIMER

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