



Euromonitor
International

Wireless Headphones in China

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2025 DEVELOPMENTS

TWS earbuds continues to drive growth due to accessibility and technological breakthroughs

Despite high fragmentation, Xiaomi and Huawei maintain their leading positions

Emerging online platforms such as Pinduoduo and Douyin perform well

PROSPECTS AND OPPORTUNITIES

Sales set to continue to grow as more consumers own multiple pairs of headphones

Sales set to continue to grow along with the rise of OWS and scenario-specific innovation

Growth opportunities for both the premium and budget segments

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