



Euromonitor
International

Wireless Headphones in Nigeria

August 2025

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2025 DEVELOPMENTS

Wireless headphones display positive growth driven by TWS earbuds

Oraimo Technology leads wireless headphones through media campaigns and price discounts

Electronics and appliances specialists lead distribution through branded stores

PROSPECTS AND OPPORTUNITIES

Wireless headphones will see ongoing growth, driven by TWS earbuds

TWS earbuds with ANC will become more prevalent in the forecast period

More smartphone manufacturers are expected to enter the market in the coming years

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DISCLAIMER

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