



Euromonitor  
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# Wireless Headphones in Singapore

July 2025

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#### 2025 DEVELOPMENTS

TWS earbuds powers growth, while premiumisation shapes demand

Apple maintains its lead even as the competition intensifies

Omnichannel strategies reshape the consumer journey

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Growth outlook positive for wireless headphones, especially for TWS earbuds

Smart features set to enhance functionality and everyday use

Ergonomic design and fashion integration likely to drive innovation

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