



Wireless Headphones in Vietnam

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- TWS earbuds drives growth due to suitability for a wide range of tasks
- Apple extends its lead as its AirPods have iconic appeal
- Retail e-commerce continues to erode the share of appliances and electronics specialists

PROSPECTS AND OPPORTUNITIES

- Solid growth expected due to evolving lifestyles and rising living standards
- AI integration to ensure safety in different environments
- The adoption of smart features likely to foster collaborations

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Consumer Electronics in Vietnam - Industry Overview

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