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Date: 15/12/2023

Global smart personal audio market falls 3% in Q3 2023, but TWS, wireless headphones and developing markets grow

Canalys' latest research **Side Banner 1** audio shipments fell 3% in Q3 2023, with developed regions struggling while emerging regions grew strongly. TWS made up 73% of shipments, as they continue to penetrate affordable mass-market segments. Shipments of wireless headphones surpassed those of wireless earphones for the first time, predominantly due to vendors seeking stronger revenue drivers through wireless headphones.

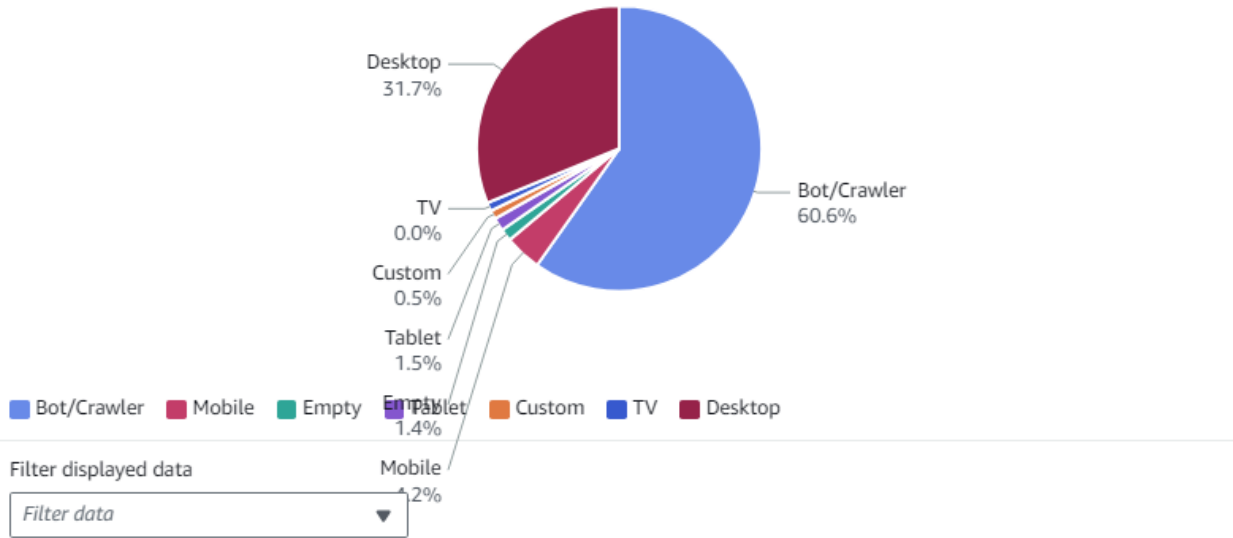
Mid Banner as air and **Side Banner 2** made up less than 2% of shipments in U.S., despite being niche, these devices highlight ongoing form factor innovation in search of profit and differentiation in a saturated market.

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Trends

