

Market Position Claim

soundcore

soundcore ranks among the global top 3 audio brands by wireless head- phone shipment volume

Source: Euromonitor International (Shanghai) Co., Ltd., in terms of audio brands' global shipment volume of wireless headphone in 2024; audio brands refer to brands with $\geq 75\%$ revenues from audio equipment (headphones, stereos, etc.); wireless headphones are headphones that pair with electronic devices (mobile phone, computer, etc.) using wireless connection technology (e.g., Bluetooth); research completed in Mar. 2025.



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