

## Market Position Claim

**soundcore**

# soundcore ranks as a global leader in wireless headphone shipments

Source: Euromonitor International (Shanghai) Co., Ltd.; in terms of global shipment volume of wireless headphone in 2024, soundcore ranks among the global top 10 brands; 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.



**Euromonitor  
International**

