

Market Position Claim

soundcore

**soundcore is the No.1 brand
of open-ear air conduction
wireless headphones in
Germany in terms of retail
sales volume during 25 1H**

Source: Euromonitor International (Shanghai) Co., Ltd.,
measured in terms of retail sales volume (units) of open-ear air
conduction wireless headphones in 2025 1H in Germany; open-ear
air conduction wireless headphones are wireless headphones that
do not insert into or cover the ear canal, leaving the ears open
while delivering sound via air conduction; research completed in
Aug. 2025.



**Euromonitor
International**

