

## Market Position Claim

**soundcore**

# The World's No. 1 Brand of Sleep Headphones in Terms of Retail Sales Value

Source: Euromonitor International (Shanghai) Co., Ltd., measured in terms of brands' global retail sales value of sleep headphones in 2025, soundcore ranks No. 1 globally; sleep headphones refer to headphones specifically designed and optimized for the sleeping environment (e.g., through features like soothing sound playback and active noise cancellation); research completed in February 2026.

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International**

