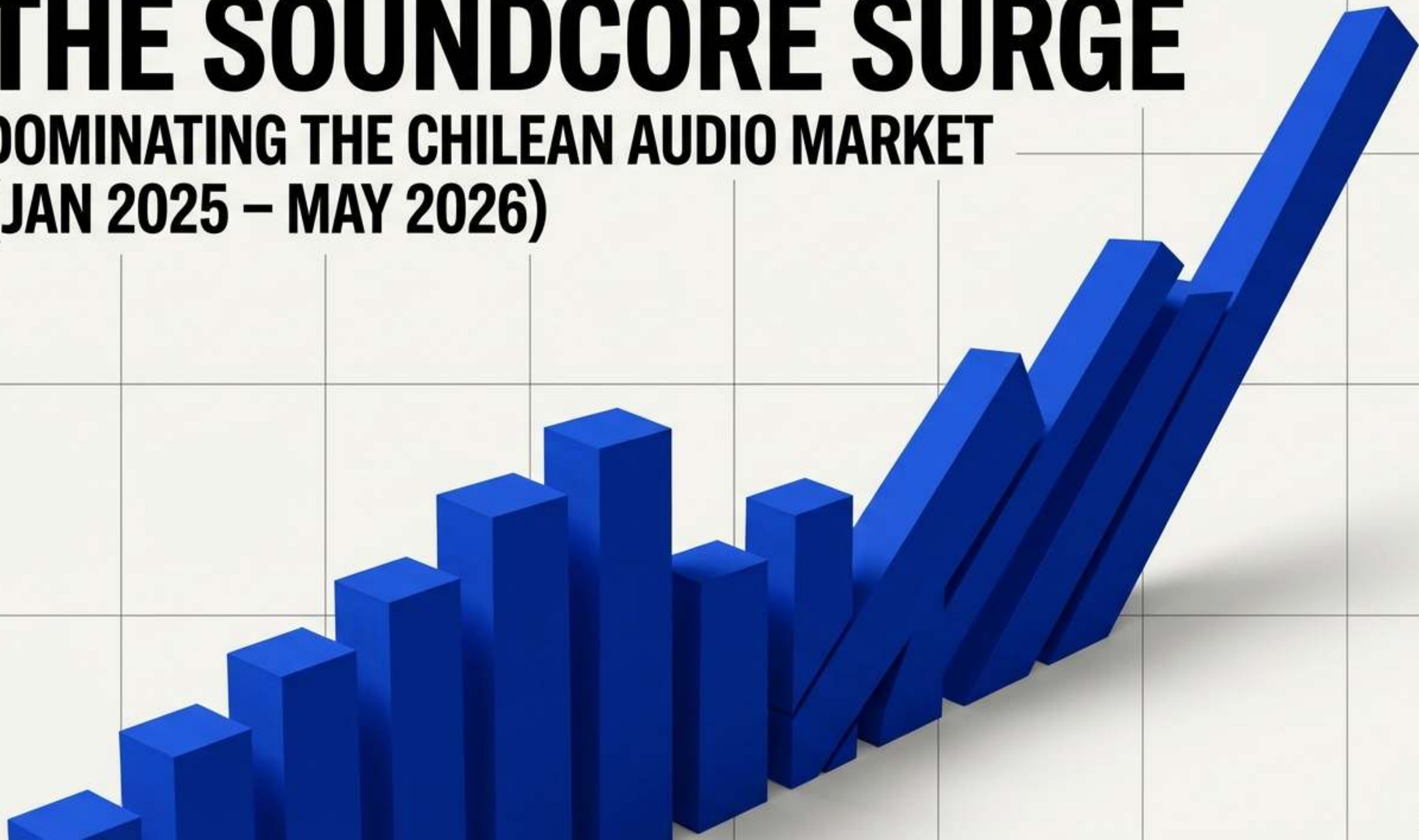


THE SOUNDCORE SURGE

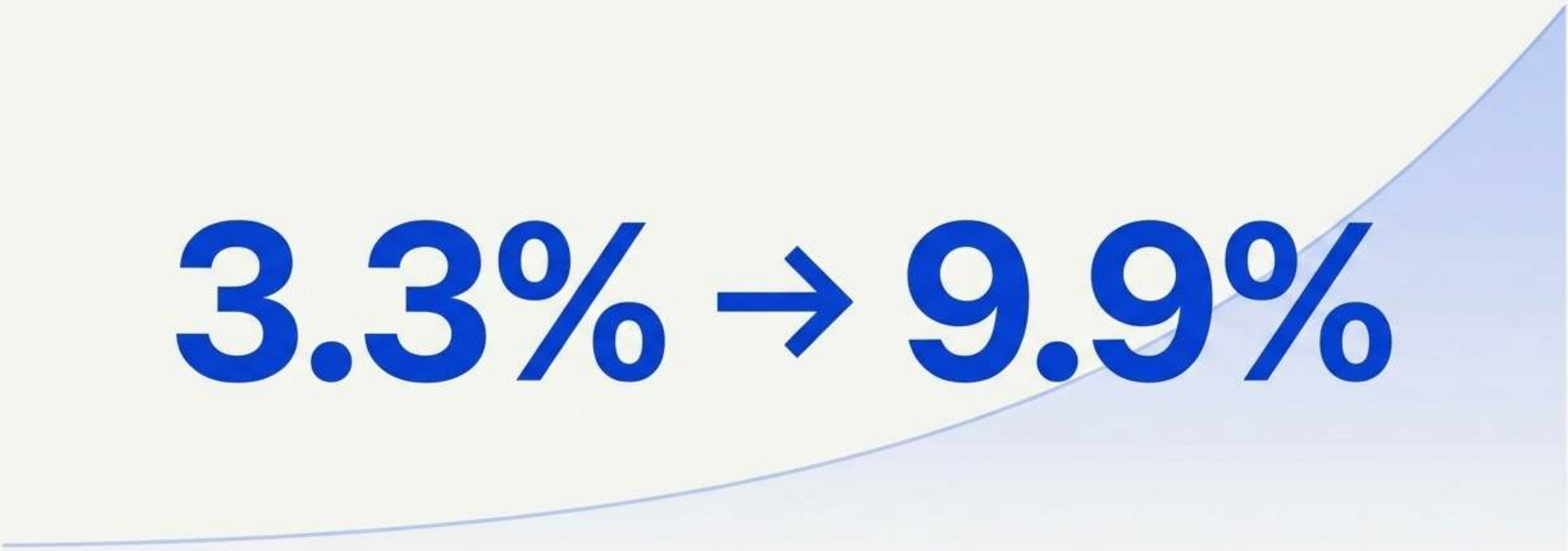
**DOMINATING THE CHILEAN AUDIO MARKET
(JAN 2025 – MAY 2026)**



REWIRING THE CHILEAN AUDIO LANDSCAPE

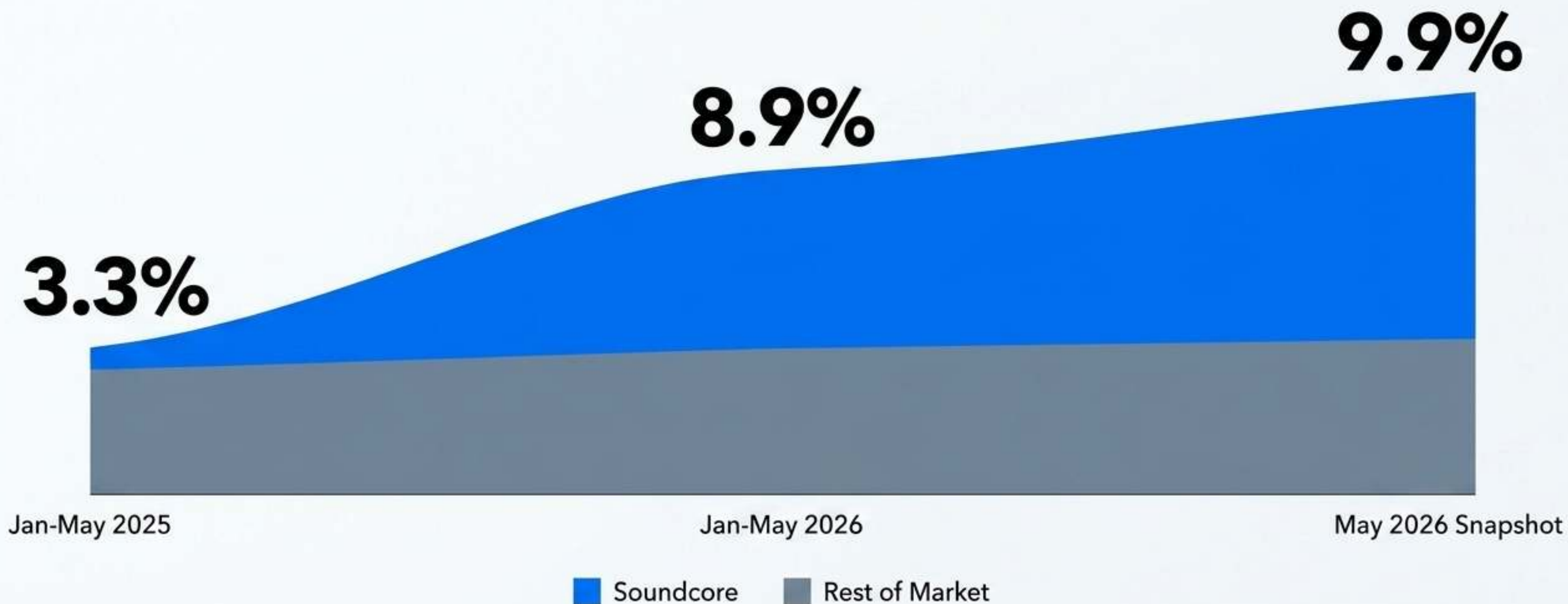
In just 16 months, Soundcore has tripled its total unit market share, transforming from a challenger brand into a dominant market force.

3.3% → 9.9%



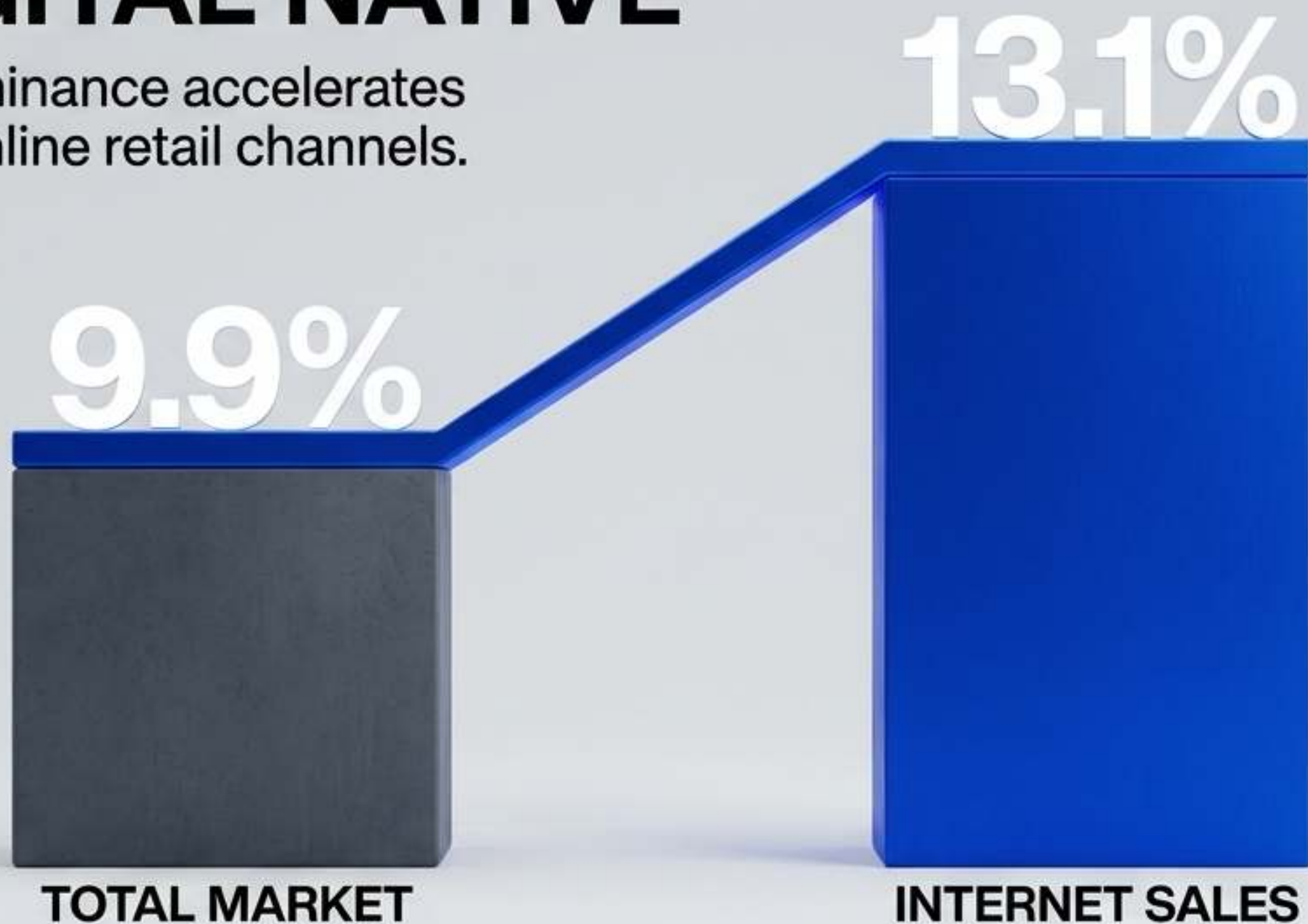
A RELENTLESS UPWARD FREQUENCY

Total Market Unit Share Growth (Jan 2025 - May 2026)



THE DIGITAL NATIVE

Soundcore's dominance accelerates dramatically in online retail channels.



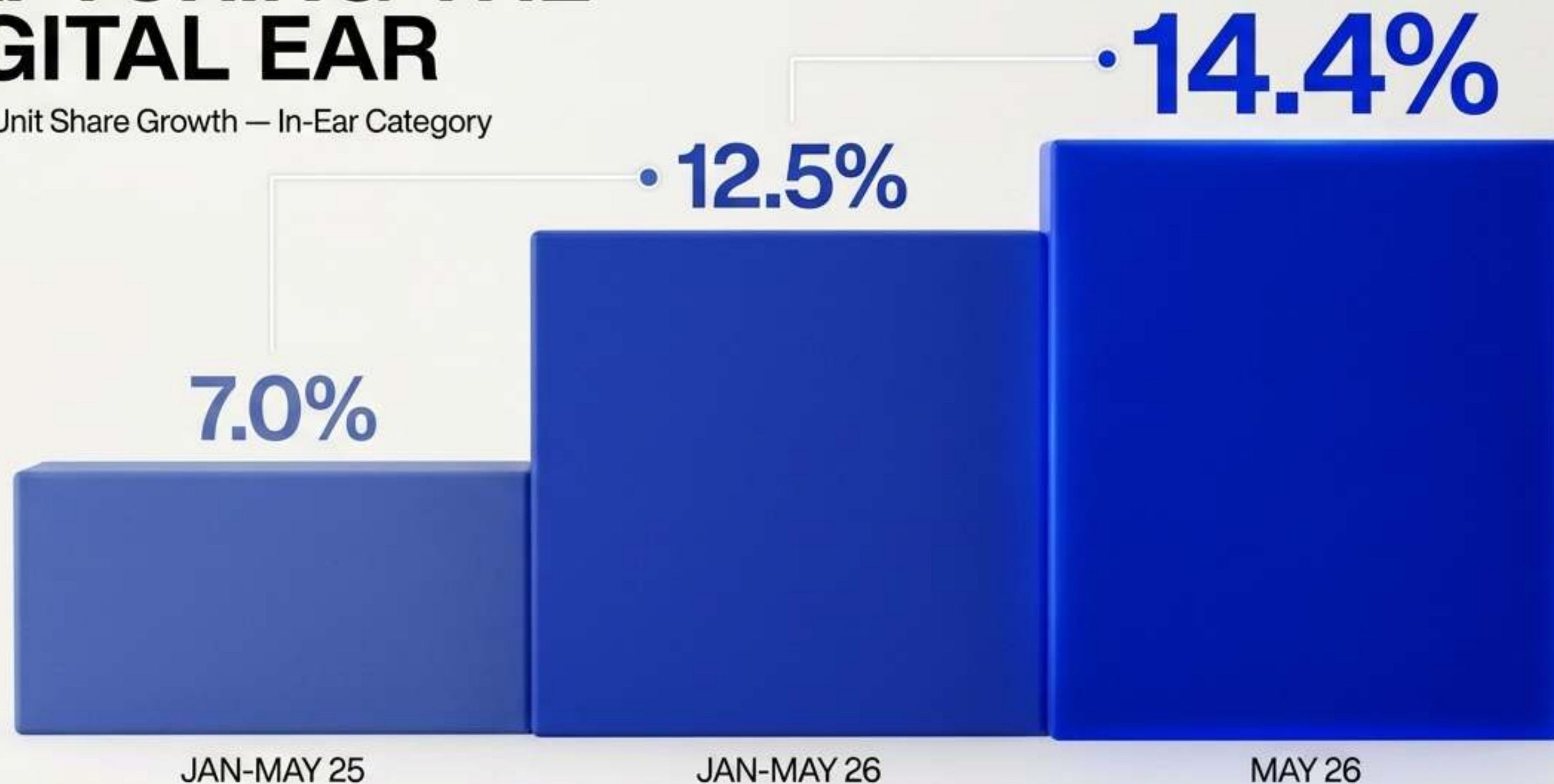
Soundcore captures over 13% of all online headphone and headset units sold in Chile, establishing a formidable digital moat.

ENGINE 1: THE IN-EAR FOUNDATION



CAPTURING THE DIGITAL EAR

Internet Unit Share Growth — In-Ear Category



In-Ear digital volume has doubled, capturing nearly 15% of the total online market by May 2026.

VOLUME FUELED BY VALUE

Soundcore maintains strong value share alongside unit volume expansion.



Soundcore achieves significant unit dominance



Growing revenue share demonstrates pricing power

Soundcore is moving high volumes without sacrificing margin, commanding nearly 10% of total online market revenue in the In-Ear category.

ENGINE 2: THE OVER-EAR EXPLOSION



DOUBLING THE FOOTPRINT

Total Over-Ear Unit Share (Jan 2025 vs Jan 2026)



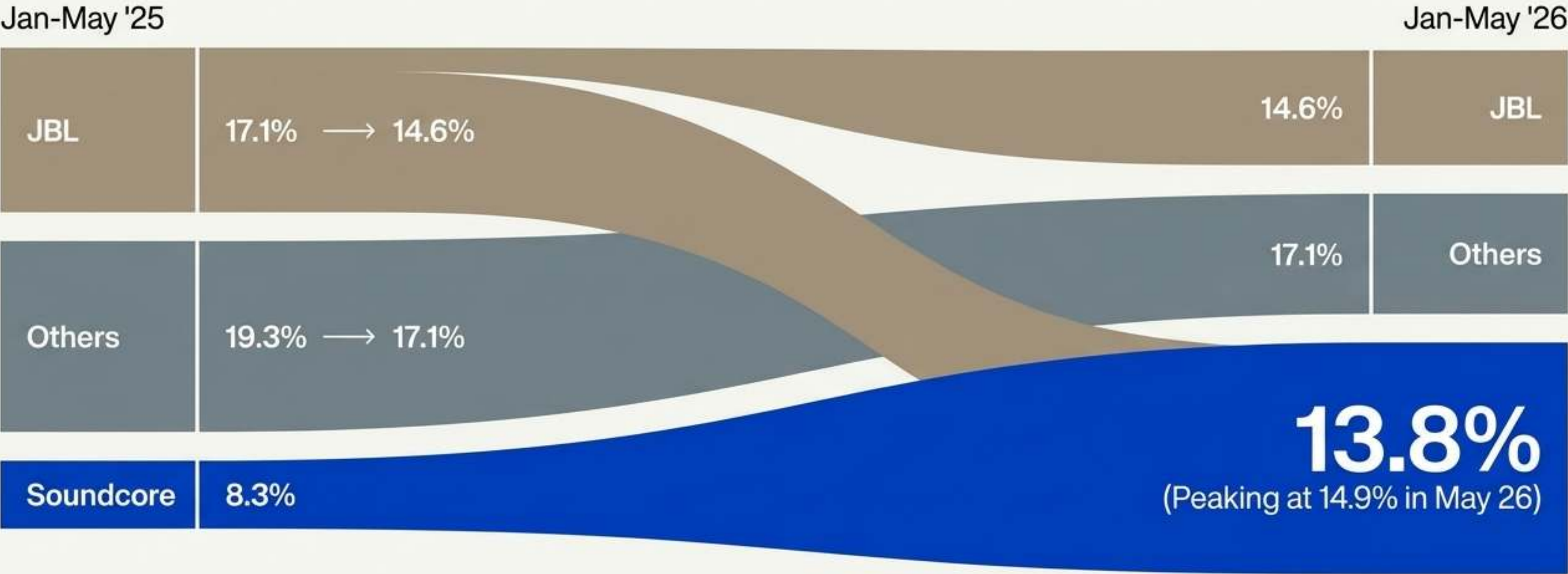
2X



In the highly competitive Over-Ear category, Soundcore didn't just grow; they multiplied.

DISPLACING THE LEGACY TITANS

Internet Unit Share Shifts in Over-Ear (Jan-May '25 vs Jan-May '26)



Soundcore’s aggressive digital expansion in Over-Ear is directly eroding the market share of established legacy players like JBL and fragmented secondary brands.

THE VANGUARD: **HARDWARE DRIVING THE GROWTH**

THE OVER-EAR CHAMPIONS

Dominating consecutive ranks in Over-Ear Internet Sales (Jan-May 2026)

#8

Life Q30

🌐 Internet Rank: **#8**

📊 Units: 2,373

🏷️ Price: ~CLP 58,183



#9

Space One

🌐 Units: **#9**

📊 2,373

🏷️ ~CLP 58,183



#10

Q20i

🌐 Internet Rank: **#10**

📊 Units: 2,373

🏷️ Price: ~CLP 58,183



Soundcore has built an impenetrable "Good, Better, Best" pricing ladder, capturing consecutive top-10 slots and locking competitors out of the mid-tier.

THE IN-EAR WORKHORSES

High-volume drivers capturing the digital consumer

P30i

#10

Internet Rank: #10

(Overall: #16) 📈

📦 Internet Units: **4,824**

🏷️ Price: ~**CLP 34,689**



P40i

#11

Internet Rank: #11

(Overall: #15) 📈

📦 Internet Units: **2,994**

🏷️ Price: ~**CLP 42,894**



The P-Series serves as the ultimate digital acquisition tool, capturing massive unit volume and firmly establishing Soundcore in the Top 20 overall market.

THE CHANNEL DIVIDE:

A strategic divergence in retail penetration.

OVER-EAR: OMNICHANNEL GROWTH



Breaching Physical Retail:
Space One (#10), Q20i (#12), and Space One Pro (#15) have successfully penetrated top 15 Store Sales.

IN-EAR: DIGITAL-FIRST BASE



Pure Digital Dominance:
Zero models in the physical retail Top 20.
Total reliance and utter dominance in the e-commerce landscape.

THE SOUNDCORE GROWTH ENGINE

Soundcore's success is not a single product anomaly. It is a dual-engine system. In-Ear dominance secures massive digital volume and brand entry, while Over-Ear innovation multiplies market share and breaches physical retail. Together, they create an unstoppable momentum.





The Frequency is Set.
Soundcore is no longer competing
for space. **We are defining it.**