

VoiceComm

Holiday Guide 2026

FOR WIRELESS RETAIL BUYERS



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FOR WIRELESS RETAIL BUYERS

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Pair this season's shoppers with the right accessories, and stock with confidence.



MEET THIS SEASON'S SHOPPERS

WHY LIFESTYLE SELLING MATTERS

Every device customer has needs beyond the device itself. This guide connects real-life use cases with relevant accessories, helping teams move beyond the activation and uncover more natural opportunities to attach.

WHAT THIS GUIDE DELIVERS

Six distinct shopper lifestyles paired with curated products, relevant market insights, and clear reasons to buy, giving buyers and sales teams a more intentional way to build the accessory basket.

FROM ASSORTMENT TO CONVERSATION

Use each lifestyle to identify the need first, then connect it to the right products. The result: more relevant recommendations, stronger attachment opportunities, and an easier story for sales teams to bring to life.

- **Everyday Athlete**
Tech built for workouts, outdoors & life in motion
- **Digital Creator**
Trend-forward tech they'll use, wear & share
- **On-the-Go Professional**
Productivity essentials for work in motion
- **Hybrid Worker**
Everyday tech for wherever work happens
- **Tech Enthusiast**
Cutting-edge, first-to-try tech
- **Connected Traveler**
Travel-ready essentials for life on the move

lifestyles



Everyday Athlete

Mid-rep, mid-run, mid-trail, this shopper doesn't stop for a dead battery or an earbud that can't handle sweat. They want gear built to keep pace, survive the elements, and carry the playlist to the finish line.

AUDIO, PORTABLE POWER, ATTACHABLES

PRODUCT SPOTLIGHT

Endurance Peak 4: Built for movement, with a secure fit and sweat-resistant design that makes it ideal for workouts, outdoor activities, and active lifestyles.

MARKET INSIGHTS

Active lifestyles are driving the next wave of tech demand. People want gear that keeps up: durable, comfortable, and ready for the gym, the trail, or wherever life moves.



Digital Creator

This shopper doesn't just follow trends, they help set them. Wired earbuds have made a comeback and continue to gain momentum, with influencers leading the charge and bringing the style back into the mainstream.

ATTACHABLES, PORTABLE POWER, WIRED EARPHONES

PRODUCT SPOTLIGHT

Sudio V3s: Wired, simplified. Plug in via USB-C and go, no charging, no lost earbuds. Clear sound and a crisp-call mic make it your easy, reliable everyday pick, available in four colors to match your style.

MARKET INSIGHTS

Influencer marketing spend has grown 1,520% in a decade, from \$1.7B to \$27.54B. Give your creators the tools to keep up!

lifestyles



On-the-Go Professional

Designed to keep work moving wherever the day takes them. Portable power, AI powered audio, productivity tools, and smart tracking make it easier to stay connected, organized, and ready to work from anywhere.

PORTABLE POWER, COMFORTABLE EARBUDS, ON-THE-GO ATTACHABLES

PRODUCT SPOTLIGHT

Soundcore P25i: Built for the grind. Rich sound, AI-clear calls, and 30 hours of playtime power you through the gym, the commute, and back-to-back meetings, all in a lightweight, water-resistant design that never slows down.

MARKET INSIGHTS

Today's workday is more fast-paced than ever, with employees being interrupted every 2 minutes. For the on-the-go professional, smart, multi-functional tech simplifies the day and keep productivity moving.





Hybrid Worker

From the office to the kitchen table and everywhere in between, the hybrid worker needs tech that moves as seamlessly as they do: easy to set up, pack up, and stay powered, connected, and organized wherever work happens.

MULTI-DEVICE CHARGERS, STANDS, PERIPHERALS

PRODUCT SPOTLIGHT

Anker 165W Power Bank (25,000mAh): Built-in, retractable USB-C cables mean no cords to pack. Charge up to four devices—even laptops—with triple 100W ports, and recharge to 30% in just 20 minutes.

MARKET INSIGHTS

With 1 in 5+ U.S. employees working remotely at least part-time, hybrid work keeps professionals moving between home, office, meetings, and travel, making portable tech essential for staying connected and productive.



Tech Enthusiast

First to discover it, first to try it, first to share it. This shopper is always one step ahead, seeking out the latest innovations and willing to invest in new tech before it hits the mainstream.

AI-ENABLED TECH, EMERGING INNOVATION AND TRENDS

PRODUCT SPOTLIGHT

Nimble SharePower: The battery built to be shared. This 10,000mAh power bank splits into two independent 5,000mAh packs, each with a built-in USB-C cable. Stack for up to 35W across three devices, or split one off to power a friend's phone. No cables, no compromise.

MARKET INSIGHTS

Innovation is the ultimate selling point. Tech enthusiasts look beyond the basics, seeking smarter features, better performance, and emerging technology that gives them a reason to upgrade.





Connected Traveler

Meet the Connected Traveler. Bags tracked, devices powered, audio ready, and multi-functional tech on hand. Keeping every trip connected, organized, and seamless.

TRAVEL TECH, READY FOR ANYWHERE

PRODUCT SPOTLIGHT

Belkin SureFind Spot: Bluetooth trackers have gone from niche gadget to everyday essential. Holiday season is a natural accelerant: trackers are affordable, easy to gift, and solve a problem almost everyone has (lost keys, luggage, bags).

MARKET INSIGHTS

Travel is a \$1.37T U.S. market, and the journey is increasingly connected. As travelers rely more heavily on their devices from departure to destination, portable power, smart tracking, audio, and travel-ready accessories have become essential.



The Holiday Assortment



Everyday Athlete

JBL



Clip 5 Waterproof Bluetooth Speaker

MSRP: \$79.95
Red
JBLCLIP5REDAM

JBL



Endurance Peak 4

MSRP: \$129.95
Black
JBLENDUPEAK4BLKGAM

prodigee



PowerStrap 1FT

MSRP: \$24.95
Sand
PWSTR-1FT-SND

NEW

UAG
URBAN ARMOR GEAR



Dryout Phone Rescue Pouch

MSRP: \$34.95
Black
98418211V4040

NEW



The Digital Creator

sudio

TRENDING



V3s Essential
Wired Earbuds

MSRP: \$14.99
Blue
V3SBLU

prodigee



Mag Power To Go
Halo Powerbank

MSRP: \$79.95
Blue
MPWR-TG-HLO

MOFT

Work. Create. Anywhere.



Snap Phone Tripod
Stand MOVAS™
MagSafe Compatible

MSRP: \$49.99
Black
MS027W-1-ME-JTBK

KENDRA SCOTT



Anchor Card
Phone Wristlet

MSRP: \$45.00
Iconic Filigree
9608889878



The On-the-Go Professional

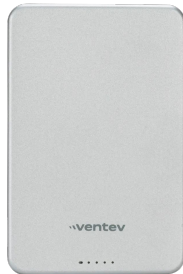
soundcore



**Soundcore by Anker
P25i Wireless Earbuds**

MSRP: \$24.99
Black
A3949Z11

ventev



**15W ULTRAFast Qi2
5,000 mAh Portable
Battery**

MSRP: \$49.99
Gray
Q2BAT-5K181158

S A T E C H I



**On-the-go Bluetooth
Keyboard & Stand**

MSRP: \$79.99
Black
ST-KOTGK-EN

SCOSCHE



**FoundIT Item Card
Ultra-Thin Locator Card**

MSRP: \$34.99
Black
LTCRD2-SP



The Hybrid Worker

NEW

prodi**gee**



**Prodigee Foldable
Wireless Keyboard**

MSRP: \$69.95
Black
KEEP-BLK

MoFT
Work. Create Anywhere.



MoFT Laptop Stand

MSRP: \$29.99
Black
MS006-1-JTBK-RT

CODI.



**Codi 15.6" Portable
Monitor w/ Kickstand**

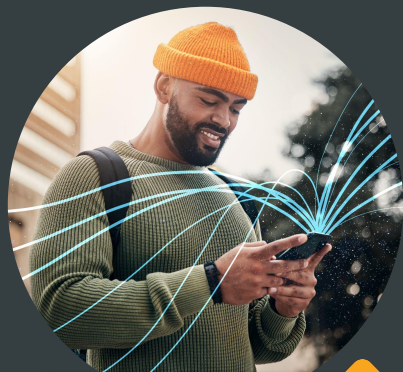
MSRP: \$169.99
Black
MO156-KS

ANKER



**165W Power Bank 25,000
mAh w/ Built-In USB C &
Retractable Cable**

MSRP \$119.99
Black
A1695H11



The Tech Enthusiast



TRENDING



**JBL Soundgear Clips
Open Ear Headphones**

MSRP: \$149.95
Cooper
JBLSNDGEARCLCOPAM

soundcore

NEW



**Liberty 5 Pro Max with AI
Note-Taker Smart Chip**

MSRP: \$229.99
Black
D1204Z11

ohsnap!

NEW



**Magnetic, Transforming
Gaming Controller**

MSRP: \$149.99
Black
MC-BLK-BSE-001

nimble

TRENDING



**SHAREPOWER Portable
Sharing Battery
10,000 mAh**

MSRP: \$79.95
Black
NB-CPC-10K1C-14156



The Connected Traveler

soundcore

NEW



Space One Wireless
Noise Canceling
Over-Ear Headphones

MSRP: \$99.99
Black
A3035Z11

nimble

NEW



WALLY Pro Stretch 30W
Portable Battery

MSRP: \$64.95
Black
NB-CPC-5K30W-13883

POPSOCKETS



MagSafe PopWallet
KickOut Plus

MSRP: \$49.99
Black
809345

belkin

NEW



SureFind Spot
Bluetooth Tracker
(2 Pack)

MSRP: \$29.99
White
MMA014bkWH2PK

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WE'RE HERE TO HELP

You don't have to plan this season alone. Your VoiceComm sales rep knows this assortment inside and out and is ready to help you plan your holiday play, lock in your inventory, and talk through what's trending in your market. Reach out, they're standing by!



myvoicecomm.com



(800) 803-1321



VoiceComm