

Portable Players in Argentina

Market Direction | 2022-07-27 | 19 pages | Euromonitor

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Report description:

Overall, portable players is seeing positive volume sales growth in 2022, driven entirely by the largest product area of wireless speakers. Wireless speakers continues to expand as all other members of portable players fall in volume terms. Increased penetration of streaming services is a key driver of growth, with teenagers in particular fully accustomed to pairing smartphones, tablets and laptops to their wireless speakers to watch a film or series. Rising volume sales in laptops over the revi...

Euromonitor International's Portable Players in Argentina report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: E-Readers, Portable Media Players, Wireless Speakers.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Portable Players market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Portable Players in Argentina
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List Of Contents And Tables

PORTABLE PLAYERS IN ARGENTINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wireless speakers drives overall growth as all else fall in 2022

Philips leads fragmented landscape home to many non-brands

Rise of smartphones continues to undermine growth in portable players

PROSPECTS AND OPPORTUNITIES

Smart wearables to deliver final blow to portable multimedia players

Wireless speakers benefits from portability and pairing functionality

E-readers remains unloved with no real potential for growth

CATEGORY DATA

Table 1 Sales of Portable Players by Category: Volume 2017-2022

Table 2 Sales of Portable Players by Category: Value 2017-2022

Table 3 Sales of Portable Players by Category: % Volume Growth 2017-2022

Table 4 Sales of Portable Players by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Portable Players: % Volume 2018-2022

Table 6 LBN Brand Shares of Portable Players: % Volume 2019-2022

Table 7 Distribution of Portable Players by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Portable Players by Category: Volume 2022-2027

Table 9 Forecast Sales of Portable Players by Category: Value 2022-2027

Table 10 □Forecast Sales of Portable Players by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Portable Players by Category: % Value Growth 2022-2027

CONSUMER ELECTRONICS IN ARGENTINA

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

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