

Portable Players in Indonesia

Market Direction | 2022-07-27 | 20 pages | Euromonitor

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Report description:

Sales of portable players in Indonesia continued to be dictated by the performance of wireless speakers with all other categories posting heavy declines in retail volume terms in 2022. The competition from multifunctional products, especially smartphones, is acting as a significant obstacle to sales of e-readers and portable media players, with these products generally offering a single functionality. Consumers increasingly prefer just to invest in smartphones, which offer many forms of entertai...

Euromonitor International's Portable Players in Indonesia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Online sales thriving as consumers look for savings

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Wireless speakers likely to remain the main sales driver within portable players

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