

Portable Players in Italy

Market Direction | 2022-07-27 | 22 pages | Euromonitor

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Report description:

Towards the end of 2021, Apple introduced its Home Pod Mini smart speaker in the Italian market. Mirroring the launch of other smart speakers, the product was launched around the end of the year to capitalise on consumers' greater willingness to spend around the Christmas period. The product is available in a range of different colours to match different furnishing styles and sells at EUR99 in order to stay below the EUR100 threshold. Integrated with Siri, the Home Pod Mini allows a high quality...

Euromonitor International's Portable Players in Italy 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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