

Portable Players in Mexico

Market Direction | 2022-07-29 | 20 pages | Euromonitor

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Report description:

Wireless speakers dominate portable players. They will account for close to 95% of retail volume sales in 2022. Retail volume sales of wireless speakers continue to expand rapidly, with the pandemic having no more an effect, as the economic shock that it engendered was counterbalanced by increased demand for home entertainment. Wireless speakers are very affordable, portable (making them suitable for use both indoors and outdoors) and very easy to set up and move from room to room using Bluetooth...

Euromonitor International's Portable Players in Mexico 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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PORTABLE PLAYERS IN MEXICO

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Supported by the growing popularity of music streaming services, demand for wireless speakers barely misses a beat

Leaders JBL and Bose face more intense price competition, particularly from Amazon and Xiaomi

With an unmatched library of titles and a broad range of models, Kindle continues to dominate e-books

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Streaming and rising interest in smart speakers will support strong demand growth for wireless speakers

Best Buy store closures will accelerate shift to e-commerce

Streaming steamrolls portable media players

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