

Portable Players in South Africa

Market Direction | 2022-08-05 | 21 pages | Euromonitor

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Report description:

While growth is set to marginally slow compared to 2020 and 2021, wireless speakers continues to enjoy healthy, single-digit growth in 2022. The category continues to be driven by remote working, as many consumers use their speakers for Zoom calls and listening to music whilst working, while many people also use them for their home workouts. However, in 2022, the full resumption of socialising and house parties, following strict lockdowns in previous years, is also stimulating demand. This is en...

Euromonitor International's Portable Players in South Africa 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 SOUTH AFRICA

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Wireless speakers maintains strong growth trajectory, despite supply shortages and price increases

JBL strengthens leadership, followed at a distance by Volkano and Sony

Apple ends production of the iPod

PROSPECTS AND OPPORTUNITIES

Wireless speakers set to maintain upward trajectory to drive overall growth

Portable media players to become redundant, with e-readers remaining a declining niche

Technological innovation, smart home and convenience pose key opportunities for manufacturers

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