

Portable Players in Egypt

Market Direction | 2022-08-08 | 19 pages | Euromonitor

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Report description:

Egypt witnessed a decline in the retail volume sales of wireless speakers in 2021 as shipment delays, increased shipment costs, and increased raw materials costs led to higher retail prices, putting off less affluent consumers. In addition, new regulatory legislations introduced stated that imported electronics with Bluetooth technology must be presented to the National Telecom Authority for issuing permission before release from customs. This legislation delayed imports and imposed an extra cos...

Euromonitor International's Portable Players in Egypt 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 EGYPT

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wireless speakers are extending their sales volume decline as legislation impacts imports and product prices

JBL is the leading brand in wireless speakers whilst "others" shrinks under impact of new legislation

E-commerce is gaining share though appliances and electronics specialists remain the preferred channel

PROSPECTS AND OPPORTUNITIES

Strong positive prospects from wireless speakers thanks to their connectivity and convenience

Younger generations to return to using wireless speakers outside of the home

Increasing use of smartphones and wireless speakers will result in further declines for portable media players; e-readers will remain a niche category

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