

Portable Players in Greece

Market Direction | 2022-08-10 | 22 pages | Euromonitor

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Report description:

Retail volume sales of portable players continue to decline in Greece in 2022. The only category to see positive growth is wireless speakers. Wireless Bluetooth speakers continue to post strong growth in sales and although penetration increased significantly towards the end of the review period, the category continues to grow. Portability is a key competitive advantage and as consumers cut down spending on electronics due to the decline in their disposable incomes, they are shifting towards prod...

Euromonitor International's Portable Players in Greece 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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Table of Contents:

Portable Players in Greece

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List Of Contents And Tables

PORABLE PLAYERS IN GREECE

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wireless speakers drive growth among portable players

E-readers and portable media players remain subject to steep decline in 2022

Value outperform volume sales in wireless speakers

PROSPECTS AND OPPORTUNITIES

Penetration of wireless speakers will grow as the consumer base increases and connectivity plays a greater role

Migration to streaming media will lead to changes in the product mix

Technology will be unfavourable to the performance of portable players

CATEGORY DATA

Table 1 Sales of Portable Players by Category: Volume 2017-2022

Table 2 Sales of Portable Players by Category: Value 2017-2022

Table 3 Sales of Portable Players by Category: % Volume Growth 2017-2022

Table 4 Sales of Portable Players by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Portable Players: % Volume 2018-2022

Table 6 LBN Brand Shares of Portable Players: % Volume 2019-2022

Table 7 Distribution of Portable Players by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Portable Players by Category: Volume 2022-2027

Table 9 Forecast Sales of Portable Players by Category: Value 2022-2027

Table 10 Forecast Sales of Portable Players by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Portable Players by Category: % Value Growth 2022-2027

CONSUMER ELECTRONICS IN GREECE

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 13 Sales of Consumer Electronics by Category: Value 2017-2022

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

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Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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