

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.

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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

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

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