

Portable Players in Norway

Market Direction | 2022-08-10 | 19 pages | Euromonitor

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Report description:

Despite COVID-19 restrictions loosening in Norway and consumers returning to pre-pandemic behaviours, portable players is set to continue to record a double-digit drop in retail volume sales over 2022. As many consumers remain price-sensitive in the face of ongoing economic uncertainty, there are reluctant to spend on perceived unnecessary products and/or reluctant to upgrade. Moreover, smartphones continue to develop in terms of audio and video quality and functionality, thereby rendering porta...

Euromonitor International's Portable Players in Norway 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 NORWAY

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Substitution renders portable players unnecessary

Multifunctional trend exacerbates shift away from e-readers

Design and space-efficiency push the demand for wireless speakers

PROSPECTS AND OPPORTUNITIES

Key substitution and multifunctional trends offer gloomy outlook for e-readers

Compactness, mobility and innovation continue to offer competitive advantages to wireless speakers

Media content consumption trend and weakened relevance of the shift to digital broadcasting undermine "other" portable media players' prospects

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