

Portable Players in Portugal

Market Direction | 2022-08-08 | 20 pages | Euromonitor

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Report description:

Portable players is seeing positive growth, driven by the good performance of wireless speakers. Wireless speakers are reaching new consumers through increasing awareness and availability, with higher growth seen in value than volume as more advanced and innovative models are released to target higher-income consumers.

Euromonitor International's Portable Players in Portugal 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 PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wireless speakers grow in awareness and availability, whereas smart speakers remain challenged by language limitations

Portable media players remains in steep declines, due to ongoing and rising cannibalisation from smartphones and streaming services

Ongoing opportunities for e-readers, but challenges and competition remain

PROSPECTS AND OPPORTUNITIES

Wireless speakers set to see positive growth, supported by technology developments and a younger, trend-seeking consumer audience

Printing companies struggle to access paper, as book companies look to digital products instead

E-commerce set to gain further relevance

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