

Portable Players in Turkey

Market Direction | 2022-08-08 | 21 pages | Euromonitor

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Report description:

In 2022, wireless speakers is the only member of portable players posting positive volume growth, driving growth in portable players overall. As well as showing the only positive movement, wireless speakers holds by far the largest volume share. Rising numbers of Turkish consumers continue to shift towards wireless speakers, having gained the habit during the pandemic when many people upgraded their devices to give enhanced performance during lockdown, for entertainment, work and study purposes.

Euromonitor International's Portable Players in Turkey 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

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reliable information resources to help drive informed strategic planning.

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Wireless speakers drives growth as only positive performer

JBL leads, followed far behind by Sony

E-commerce shares lead in distributions, while e-readers still holds niche appeal

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E-readers will remain on its downward journey

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