

Portable Players in Japan

Market Direction | 2022-08-23 | 17 pages | Euromonitor

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Report description:

Portable media players has been in decline for many years, and this is set to continue in 2022. It was therefore a mixed feeling of shock and also a sense of obviousness when the news of Apple discontinuing the iPod emerged in May 2022. Apple's iPod has been an iconic device of how music has changed over the last two decades. With the advertisement copy "1,000 songs in your pocket", the first model debuted in 2001. How people enjoy music changed from around this period. The huge contribution of...

Euromonitor International's Portable Players in Japan 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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