

Portable Players in Australia

Market Direction | 2022-09-15 | 19 pages | Euromonitor

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Report description:

Wireless speakers was the only category within portable players to see growth during the review period, and its momentum is set to continue in 2022 and indeed throughout the forecast period. These products are marketed towards younger consumers, who place a high value on portability and convenience. To meet the increased demand for portability amongst this group of consumers, manufacturers are making their speakers more durable, including the use of dust- and water-resistant materials, unlocking...

Euromonitor International's Portable Players in Australia 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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PORTABLE PLAYERS IN AUSTRALIA

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Wireless speakers maintains its positive performance in 2022

Tablets and smartphones take sales from e-readers, whilst Kindle strives to maintain its lead

Smart wireless speakers with voice assistants generate strong interest

PROSPECTS AND OPPORTUNITIES

Wireless speakers will continue to expand, with a focus on durability, customisation and portability

Smart wireless speakers with voice assistant set to grow in prevalence

Panasonic launches a game-changing wearable gaming speaker

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