

## **Portable Players in India**

Market Direction | 2022-10-11 | 20 pages | Euromonitor

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### **Report description:**

In 2022, wireless speakers is expected to account for over 92% of sales of portable players. The category remains more relevant than others in portable players, as these products are compact, wireless, and can be paired with multiple devices. The presence of many players in the category further gives consumers many options from which to choose based on their needs and budget. In 2022, as mobility has increased after two years of intermittent lockdowns, and as consumers increasingly step outside...

Euromonitor International's Portable Players in India 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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New launches focus on added features

Amazon.com Inc maintains its leading position

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E-commerce set to be an important distribution channel

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