

Portable Players in the US

Market Direction | 2022-10-12 | 23 pages | Euromonitor

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Report description:

In 2022, volume sales of digital media player docks, hi-fi systems and speakers are expected to continue to decline, as consumers have been turning to wireless speakers to build their home audio systems instead. Non-connected, stationary traditional speakers lack the flexibility of wireless speakers, particularly for consumers who are mobile and are looking for affordable connected speaker systems. In addition, wireless speakers provide added utility, as listeners can use these speakers both wit...

Euromonitor International's Portable Players in USA 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 THE US

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Google and Amazon continue to dominate the smart speakers space

Return of social gatherings encourages consumers to invest in home audio entertainment

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Manufacturers of wireless speakers improve their look to fit home decor

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