

## **Portable Players in China**

Market Direction | 2023-01-09 | 19 pages | Euromonitor

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### **Report description:**

After seeing exceptionally strong retail volume growth at the beginning of the review period, portable players turned to decline in 2020, with this trend continuing in 2021. A fall in sales is also expected in 2022, although at a slower rate, with a low single-digit decline. The decline in sales from the middle of the review period has mainly been attributable to falling sales in the overwhelmingly dominant category, wireless speakers, especially affordable smart speakers, which is suffering fro...

Euromonitor International's Portable Players in China 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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January 2023

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