

Portable Players in Colombia

Market Direction | 2023-07-25 | 17 pages | Euromonitor

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Report description:

Wireless speakers is driving growth in portable players in 2023. The key factors behind this are connectivity, portability, and specific functions such as voice assistants. Wireless speakers can sync with multiple smart devices - a must-have in consumer electronics. Consumers also appreciate the good audio quality and the convenience of carrying these products around when out and about or within the home. The rise of the home office and remote learning are additional growth drivers for wireless...

Euromonitor International's Portable Players in Colombia 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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Table of Contents:

Portable Players in Colombia

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List Of Contents And Tables

PORABLE PLAYERS IN COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Portable players maintains overall volume growth in 2023, underpinned by wireless speakers

Portable media players facing redundancy thanks to smartphone functionality

Bose continues to lead in 2023, closely followed by Sony

PROSPECTS AND OPPORTUNITIES

New opportunities will become available with the rise of e-commerce

Hypermarkets remain the most important distribution channel in the category

Smartwatches and smartphones will threaten portable media players over the forecast period

CATEGORY DATA

Table 1 Sales of Portable Players by Category: Volume 2018-2023

Table 2 Sales of Portable Players by Category: Value 2018-2023

Table 3 Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 4 Sales of Portable Players by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Portable Players: % Volume 2019-2023

Table 6 LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 7 Distribution of Portable Players by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 9 Forecast Sales of Portable Players by Category: Value 2023-2028

Table 10 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

CONSUMER ELECTRONICS IN COLOMBIA

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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