

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 synch 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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Portable media players facing redundancy thanks to smartphone functionality

Bose continues to lead in 2023, closely followed by Sony

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