

## **Portable Players in Egypt**

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

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### **Report description:**

Egypt resumed acceptance of import collection documents in 2023, opening the door for imports after they were halted in February 2022. Import issues have prevailed in line with foreign currency shortages and three devaluations of the Egyptian pound in 2022, with predictions for more in 2023. As a result, importers decided to lower the price of wireless speakers to accommodate weaker purchasing power. Generic brands are making substantial gains in 2023 as they are a more affordable option for con...

Euromonitor International's Portable Players in Egypt 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International  
July 2023

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