

Portable Players in France

Market Direction | 2023-07-25 | 20 pages | Euromonitor

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Report description:

Portable players has been showing flat-negative growth over the review period, which worsened through 2021-2023. That said, the overall category volume is expected to be back in small positive volume growth in 2024. Wireless speakers remains the largest subcategory in volume terms, however it is e-readers which is seeing the least steep volume declines across all declining subcategories in 2023. However, e-readers faces ongoing challenges. Some consumers are returning to physical books, along wi...

Euromonitor International's Portable Players in France 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 FRANCE

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Portable players struggles overall, with even wireless speakers suffering

Google Home and Amazon Echo hold their tight top-place competition, with Bose hot on their heels

E-commerce is well suited to portable players and speakers, due to associations and logistical benefits

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E-commerce set to become a leading retail channel

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