

Portable Players in Malaysia

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

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Report description:

Portable players is dominated by wireless speakers, with portable multimedia players accounting for most of the remainder. Compact, portable and affordable, as well as being compatible with "on-the-go" lifestyles, wireless speakers are rapidly growing in popularity among local consumers. Wireless speakers allow consumers to experience high-quality audio while keeping their mobile phones close at hand, or their laptops and tablets in a different room. The growth in wireless speakers has also been...

Euromonitor International's Portable Players in Malaysia 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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Euromonitor International
July 2023

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2023 DEVELOPMENTS

Wireless speakers increasingly preferred to traditional wired versions

Demand for e-readers remains limited, despite extension of lifestyle tax relief

Samsung leads in wireless speakers, while Rakuten Kobo e-readers become newly available

PROSPECTS AND OPPORTUNITIES

Smart speakers to enter the mainstream

E-readers will continue to be cannibalised by smartphones, while high price of e-books renders them unaffordable to many

More physical stores will offer e-commerce

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