

Portable Players in Nigeria

Market Direction | 2023-07-25 | 18 pages | Euromonitor

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Report description:

While media players and e-readers are expected to suffer volume decline, wireless speakers are expected to register a healthy increase in volume sales. Demand for these devices is due to their portability, and connectivity to smartphones, which allows for music streaming among other attributes. There is also a large range of affordable generic Chinese brands.

Euromonitor International's Portable Players in Nigeria 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.

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