

Portable Players in Saudi Arabia

Market Direction | 2023-07-28 | 20 pages | Euromonitor

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Report description:

E-readers continue to struggle as demand is practically non-existent. The device fails to gain consumer's interest over the popularity of ubiquitous smartphones and tablets, through which consumers can also access e-books. Added to which, the presence and availability of e-readers is also practically non-existent in retailers and limited to online sales from Amazon. Indeed, all brand shares in e-readers are held by Kindle from Amazon.com Inc.

Euromonitor International's Portable Players in Saudi Arabia 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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Prospect of demand for smart speakers ahead

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Smart speakers will continue to grow, albeit remain relatively niche

Competitive status quo expected to remain unchanged

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