

## **Portable Players in South Korea**

Market Direction | 2023-07-27 | 21 pages | Euromonitor

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### **Report description:**

Overall demand for portable players is expected to increase in 2023, but most categories are set to maintain retail volume declines, and growth will be driven solely by the dominant wireless speakers category. In addition to use within the home, in line with the lifting of pandemic restrictions in the country, there is an increasing trend to listen to music outside the home, especially amongst younger consumers, and many of these devices are lightweight, and easily portable, offering convenience...

Euromonitor International's Portable Players in South Korea 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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E-readers is under threat from mobile devices and web browsers  
With its strong presence in wireless speakers, KT Corp continues to lead portable players

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