

Portable Players in Spain

Market Direction | 2023-07-25 | 21 pages | Euromonitor

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Report description:

Retail volume sales of e-readers continued declining during the review period and appear to be in long-term decline with a further heavy decline set to be seen in 2023. The category has in part been impacted by the popularity of smartphones with some younger consumers reading books on these devices rather than purchasing separate e-readers. Furthermore, there is still a strong preference for printed books among many consumers in Spain. Unlike some other trends, the preference for printed books i...

Euromonitor International's Portable Players in Spain 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 SPAIN

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Portable media players on the way out

Wireless speakers on the rise due to functionality, flexibility and a wide range of product options

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Wireless speakers will remain key to growth as other products struggle to maintain demand

E-commerce is expected to take a stronger share of sales over the forecast period

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