

Portable Players in the Philippines

Market Direction | 2023-07-25 | 19 pages | Euromonitor

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Report description:

Sales of portable players are seeing growth in retail volume terms in 2023 for the second year running but this growth is being driven by wireless speakers with all the other categories posting heavy losses. A major fact in this is that wireless speakers are seen as complimentary products for smartphones, unlike portable multimedia players or e-readers which have in part been replaced by smartphones. In fact, the growth of wireless speakers has been boosted by the increased penetration of smartp...

Euromonitor International's Portable Players in Philippines 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-commerce helps to expand the competition in wireless speakers

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