

## **Portable Players in the US**

Market Direction | 2023-07-25 | 22 pages | Euromonitor

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### **Report description:**

2023 saw e-readers experience declining volume sales after positive growth was registered in the category during 2022. This return to negative sales growth is indicative of the general slowdown that is being seen in demand for these products despite the efforts of leading manufacturers such as Kobo to promote e-readers as relevant and useful consumer electronics items. There are several factors contributing to the downwards sales trends in the category, including economic uncertainty and high in...

Euromonitor International's Portable Players in USA 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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