

Portable Players in Vietnam

Market Direction | 2023-07-25 | 18 pages | Euromonitor

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Report description:

Portable players continues to see healthy growth in retail volume terms in 2023, although this is being entirely driven by the strong demand for wireless speakers. Consumers appreciate the convenience of being able to create a fast connection between wireless speakers and their laptops, tablets and smartphones. Additionally, they are also easy to move around the home and normally have a very long battery life which means they can be taken on trips outside the home, such as to the beach, on picni...

Euromonitor International's Portable Players in Vietnam 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 VIETNAM

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Players forced to invest in innovation, new product development and innovations as competition heats up

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