

Portable Players in Portugal

Market Direction | 2023-08-02 | 19 pages | Euromonitor

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Report description:

Portable players continued to see positive growth in retail volume terms in 2023. The category is dominated by wireless speakers, which are highly compatible with busy, "on-the-go" lifestyles, particularly since the removal of restrictions associated with COVID-19. During the review period, growth in wireless speakers was also driven by the growing popularity of music streaming services and other media applications, which makes them an attractive option for many consumers. Despite shrinking hous...

Euromonitor International's Portable Players in Portugal 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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Challenges remain for e-readers

Physical stores continue to lead sales

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