

## **Portable Players in Norway**

Market Direction | 2023-08-18 | 18 pages | Euromonitor

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### **Report description:**

Portable players is another category suffering from cannibalisation from smartphones, along with seeing competition from tablets and laptops (to a lesser extent). The main reason here is the fact that smartphones, tablets, and the like, offer multifunctionality - thus there is no need for consumers to purchase a separate portable player to fulfil one use. Indeed, households are increasingly seeking multifunctional consumer electronics, which offer better value for money and result in less clutter...

Euromonitor International's Portable Players in Norway 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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Design and space-efficiency push the demand for wireless speakers

Sustainability noted as a key trend

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E-readers will continue to struggle and remain in negative volume

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