

## **Portable Players in Sweden**

Market Direction | 2023-08-09 | 20 pages | Euromonitor

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### **Report description:**

Sales of portable players is recording growth in retail volume terms in 2023, but this being fuelled entirely by the growing demand for wireless speakers. E-readers continue to lose appeal while portable multimedia players have now largely disappeared from the market as demand has dried up. Declining demand for portable media players was exacerbated by the COVID-19 pandemic and the category was then hit by the economic uncertainty that unfolded over the course of 2022 due to the war in Ukraine a...

Euromonitor International's Portable Players in Sweden 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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Euromonitor International  
August 2023

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