

Portable Players in Hong Kong, China

Market Direction | 2023-08-29 | 18 pages | Euromonitor

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Report description:

Portable players is seeing a healthy performance in 2023, in part thanks to the overall popularity and success of wireless speakers, in addition to the return of gatherings and social occasions out-of-home in the post-pandemic landscape. Indeed, in the early stages of 2023, consumers flocked to public spaces to enjoy social gatherings, which they were unable to do during the era of the pandemic. In this context, a large number of official music events and festivals have also contributed to the r...

Euromonitor International's Portable Players in Hong Kong, China 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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Table of Contents:

Portable Players in Hong Kong, China
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List Of Contents And Tables

PORTABLE PLAYERS IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Portable players benefits from post-pandemic social occasions

Wireless speakers continue to be the stars of portable players

E-readers sees a smaller volume decline than expected, despite outdated image of such devices

PROSPECTS AND OPPORTUNITIES

Wireless speakers will continue to be the stars of the category

Tablets and smartphones will continue to prove strong competition for portable readers and other devices

CATEGORY DATA

Table 1 Sales of Portable Players by Category: Volume 2018-2023

Table 2 Sales of Portable Players by Category: Value 2018-2023

Table 3 Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 4 Sales of Portable Players by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Portable Players: % Volume 2019-2023

Table 6 LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 7 Distribution of Portable Players by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 9 Forecast Sales of Portable Players by Category: Value 2023-2028

Table 10 □Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 11 □Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

CONSUMER ELECTRONICS IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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