

Portable Players in India

Market Direction | 2023-10-27 | 21 pages | Euromonitor

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Report description:

In 2023, portable players in India saw positive retail volume and current value growth, driven solely by the sale of wireless speakers. The vast majority of sales in portable players can be attributed to wireless speakers, which are witnessing growing interest due to technological advancements, new entrants and changes in consumer lifestyles. For instance, in 2023 the US-based brand Tivoli Audio and the Swedish brand Audio Pro, both launched in India, with various products in the home audio and...

Euromonitor International's Portable Players in India 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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