

Portable Players in China

Market Direction | 2024-07-17 | 19 pages | Euromonitor

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Report description:

In 2024, portable players in China is set to maintain a similar performance to 2023, with decline in retail volume terms, but growth in current value terms. Overall, the advances in technology seen in multifunctional consumer electronics such as smartphones and tablets mean that dedicated portable players are seeing reduced demand. This is evidenced by the strategies of players in the category, for example as seen with Apple discontinuing its iPod in 2022, following years of slow sales. Nowadays...

Euromonitor International's Portable Players in 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.

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PORTABLE PLAYERS IN CHINA

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Value sales of portable players maintain low single-digit growth, primarily driven by wireless speakers

Smart wireless speakers have become mainstream, taking share from regular wireless speakers

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E-readers is declining, and dominated by domestic brands, prompting Kindle's exit

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