

Portable Players in the US

Market Direction | 2024-07-16 | 22 pages | Euromonitor

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Report description:

The decline in retail volume sales of portable players expected to be observed in the US in 2024 can primarily be attributed to the sustained decrease in sales within the other portable media players category. This particular category is set to experience a double-digit downturn for a fourth consecutive year. The persistent and intense decline in this category underscores the challenges faced by such traditional portable players in an increasingly digital and interconnected landscape.

Euromonitor International's Portable Players in USA 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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PORTABLE PLAYERS IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail volume decline for portable players, driven by other portable media players becoming obsolete
Wireless speakers declines in 2024, but is set to recover in the forecast period as replacement cycle restarts
Alexa's enhanced features present opportunities

PROSPECTS AND OPPORTUNITIES

Audiobooks set to disrupt sales of e-readers, as Spotify adds audiobooks to its Premium subscription
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E-commerce continues to dominate portable players

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SOURCES

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