

Portable Players in Australia

Market Direction | 2024-07-22 | 19 pages | Euromonitor

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Report description:

Retail volume sales of portable players in Australia continue to rise in 2024, driven by demand for wireless speakers, which offer convenience and portability. This category accounts for an expansive range of product lines focused on specific segments. Consumers who prioritise budget models may find different options of good quality and availability, via both physical stores and e-commerce. However, leading brands such as JBL, Bose and Sony also offer premium models targeting audiophiles and mor...

Euromonitor International's Portable Players in Australia 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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Brands of e-readers attempt to create more innovative solutions amid decline

Smart wireless speakers continue to penetrate Australian households

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