

## **Portable Players in Egypt**

Market Direction | 2024-07-25 | 19 pages | Euromonitor

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### **Report description:**

Despite the ongoing popularity of wireless speakers in Egypt, their sales volume continued to decline in 2024 due to persistent import restrictions. The demand for wireless speakers remains strong, yet the market is experiencing a significant shortage of well-known brands, creating an opportunity for generic brands to fill the gap. Classified as luxury goods, wireless speakers are subject to stringent import restrictions. Although the USD35 billion development deal with the UAE has led to a grad...

Euromonitor International's Portable Players in Egypt 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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E-commerce gaining traction over physical stores

JBL is the leading brand in wireless speakers whilst "others" expands due to generics

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