

## **Portable Players in France**

Market Direction | 2024-07-25 | 21 pages | Euromonitor

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### **Report description:**

Portable players continue to struggle in France in 2024, due to the overall outdated image of traditional products in the category. E-readers continues its structural slump, due to the ability for consumers to read e-books on a variety of multifunctional devices (eg via the Apple Books app for smartphones), making dedicated e-readers superfluous, whereas portable media players is seeing extreme, double-digit, negative-figure declines due to similar competition. The smallest decline is seen in wi...

Euromonitor International's Portable Players in France 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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Home pod styles of wireless speakers hold the greatest potential

E-commerce is well suited to portable players and wireless speakers, due to associations and logistical benefits

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Multifunctional devices, such as smartphones, will continue to pose strong competition

E-commerce set to become a leading retail channel

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