

Portable Players in Greece

Market Direction | 2024-07-25 | 17 pages | Euromonitor

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Report description:

E-readers continue to experience a strong decline in sales, primarily due to their high price, which hinders their attractiveness. Greeks also have limited interest in e-books, especially the older generations who prefer printed books. Another key obstacle to the increase of e-books and e-readers is the scarcity of Greek-language content in digital formats. At the same time, the growing popularity of e-books amongst consumers for whom language is not a barrier, does not strictly favour e-readers...

Euromonitor International's Portable Players in Greece 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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Euromonitor International
July 2024

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