

## **Portable Players in Hungary**

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

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

Wireless speakers were the only products in portable players to gain volume sales in Hungary during 2024. The convenience of wireless speakers, easy manipulation and the ability to pair them with smartphones makes these products very appealing to consumers. Moreover, new design choices and improved sound quality options are fuelling sales.

Euromonitor International's Portable Players in Hungary 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Portable Players in Hungary  
Euromonitor International  
July 2024

List Of Contents And Tables

### PORTABLE PLAYERS IN HUNGARY

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wireless speakers buck overall downward trend in portable players

E-readers have very limited appeal

Portable media players become obsolete

#### PROSPECTS AND OPPORTUNITIES

Innovation drives growth of wireless speakers

Portable media players and e-readers set to continue their downward trajectory

Other non-grocery retailers set to gain share

#### CATEGORY DATA

Table 1 Sales of Portable Players by Category: Volume 2019-2024

Table 2 Sales of Portable Players by Category: Value 2019-2024

Table 3 Sales of Portable Players by Category: % Volume Growth 2019-2024

Table 4 Sales of Portable Players by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Portable Players: % Volume 2020-2024

Table 6 LBN Brand Shares of Portable Players: % Volume 2021-2024

Table 7 Distribution of Portable Players by Channel: % Volume 2019-2024

Table 8 Forecast Sales of Portable Players by Category: Volume 2024-2029

Table 9 Forecast Sales of Portable Players by Category: Value 2024-2029

Table 10 □Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029

Table 11 □Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

### CONSUMER ELECTRONICS IN HUNGARY

#### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

#### MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 22 □ Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Portable Players in Hungary**

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-21"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com