

Portable Players in Mexico

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

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Report description:

The market size of portable players in Mexico is dominated by wireless speakers. In 2024, wireless speakers is projected to continue the review period trend of double-digit retail volume growth in Mexico, driven by the growing demand for portable audio devices and the popularity of streaming music. There is a wide range of wireless speakers available in the domestic market, ranging from budget models to high-end devices with advanced features. Wireless speakers are popular among Mexican consumer...

Euromonitor International's Portable Players in Mexico 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

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reliable information resources to help drive informed strategic planning.

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E-readers appeal to scholars, while other consumers prefer tablets or smartphones
Amazon's Kindle dominates e-readers

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