

## **Portable Players in Thailand**

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

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### **Report description:**

Retail volume sales of portable players in Thailand in 2023, as portable media players, epitomised by the iPod, continued on their path of decline. With the rise of smartphones, consumers now have access to various applications that provide similar features to portable media players, including music streaming services like Spotify, Apple Music and Joox. Subscribers to these platforms have access to vast libraries of thousands of songs, thereby eliminating the need to store music files on a separ...

Euromonitor International's Portable Players in Thailand 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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## Table of Contents:

Portable Players in Thailand  
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### List Of Contents And Tables

#### PORTABLE PLAYERS IN THAILAND

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Portable media players lose relevance, due to ubiquity of smartphones

Wireless speakers grow in popularity

JBL retains its lead, but intense competition forces players to differentiate

##### PROSPECTS AND OPPORTUNITIES

Wireless speakers will be the sole positive performer

As sales of portable media players continue to fall, players will focus on the development of more specialised, niche products

E-readers will fail to thrive

##### 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 THAILAND

##### 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

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