

## **Portable Players in Turkey**

Market Direction | 2024-07-25 | 20 pages | Euromonitor

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### **Report description:**

In 2024, the overall volume sales of portable players in Turkey see positive growth, driven by the success of wireless speakers, the only category that registers growth. This growth is primarily due to the rise in individuals adopting a home entertainment lifestyle, a trend catalysed by the lockdowns enforced in 2020 and 2021. As well as showing positive movement, wireless speakers holds by far the largest volume share. Wireless speakers appeal through their modernity and flexibility, and as suc...

Euromonitor International's Portable Players in Turkey 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 Turkey  
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List Of Contents And Tables

### PORTABLE PLAYERS IN TURKEY

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Success of wireless speakers stimulates overall growth of portable players

Online alternatives lead to decline of portable media players

E-readers sales challenged by high penetration of smartphone ownership

#### PROSPECTS AND OPPORTUNITIES

All categories except wireless speakers expected to register volume decline

Multinational companies to dominate the product area

Retail prices expected to climb

#### 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 TURKEY

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

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SOURCES

Summary 1 Research Sources

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