

## **Portable Players in Vietnam**

Market Direction | 2024-07-23 | 18 pages | Euromonitor

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### **Report description:**

Overall demand for portable players in Vietnam continues to grow, driven by wireless speakers. These devices appeal to young audio enthusiasts who are eager to improve sound quality or upgrade their current models. They are attracted to features such as longer battery life, new technologies, and fashionable new colours. However, the trend of singing karaoke using wireless speakers connected to smartphones in rural areas has been gradually waning. This is largely because consumers are becoming in...

Euromonitor International's Portable Players in Vietnam 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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Vintage designs and eco-friendly materials appeal to younger consumers

Players launch innovative products in dynamic competitive landscape

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AI integration set to become increasingly prevalent

Strong future growth for e-commerce as wireless speakers suitable for home delivery

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