

Portable Players in Hong Kong, China

Market Direction | 2024-08-01 | 17 pages | Euromonitor

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Report description:

Demand for portable players in Hong Kong continues to rise in 2024, albeit at a slower rate compared to the previous year following the removal of pandemic restrictions, which led to more frequent social gatherings and greater mobility outside of the home. Wireless speakers remains the driving force behind the category's overall performance, supported by local consumers enjoying time together socialising in public spaces.

Euromonitor International's Portable Players in Hong Kong, China 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.

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Wireless speakers remains leading growth driver of portable players

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