

Portable Players in Italy

Market Direction | 2024-07-31 | 23 pages | Euromonitor

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Report description:

Portable players is only facing a small volume slump in Italy in 2024, thanks to the success of wireless speakers which achieves small positive volume sales. While some subcategories in portable players are becoming increasingly outdated, the growing smart-connected home trends strongly support the popularity of wireless speakers such Amazon Echo (Alexa) and Google Home. Such devices enable connectivity across the home and are easy to set up and use, enabling functions such as voice control, vid...

Euromonitor International's Portable Players in Italy 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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Other subcategories continue to fall out of favour due to the ubiquitous smartphones

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