

Portable Players in Portugal

Market Direction | 2024-07-31 | 19 pages | Euromonitor

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Report description:

The ongoing popularity of wireless speakers helped to drive positive overall category performance in both volume and current value terms in Portugal in 2024. The subcategory offers a wide range of options with good sound quality at competitive prices, stimulating sales. Brands like JBL, Sony, LG Electronics and Philips are well-known for their affordable mini speakers, often available for under EUR50. This affordability has significantly contributed to the increased penetration of the category. Wi...

Euromonitor International's Portable Players in Portugal 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume and current value growth in 2024, thanks to popularity of wireless speakers

Some declines within the category in 2024 reflect persistent consumer trends favouring convenience and versatility

Physical stores continue to lead sales despite popularity of e-commerce

PROSPECTS AND OPPORTUNITIES

E-readers benefit from buoyant book sales and ongoing innovation

Competition within wireless speakers will continue to drive category sales

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SOURCES

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