

## **Portable Players in Germany**

Market Direction | 2024-08-20 | 19 pages | Euromonitor

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### **Report description:**

The retail volume growth rate of portable players in Germany is set to increase in 2024. This is not only due to continued steady growth for wireless speakers, which makes up the vast majority of this category, but also because e-readers is expected to experience a boom in this year.

Euromonitor International's Portable Players in Germany 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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Boom in e-readers due to innovation of coloured e-readers

Appliances and electronics specialists remains the main channel for portable players, due to need for informed purchases and in-person testing

##### PROSPECTS AND OPPORTUNITIES

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