

# Portable Players in Romania

August 2023

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# Portable Players in Romania - Category analysis

# **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Wireless speakers key to growth, as demand for e-readers and portable media players declines Competition heats up in wireless speakers as demand grows E-Commerce looking to pick up share as more players take an omnichannel approach to distribution

# PROSPECTS AND OPPORTUNITIES

Wireless speakers set to continue on an upward trajectory E-Readers and portable media players on a downward trajectory Innovation expected to drive growth and competition over the forecast period

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