

Portable Players in Portugal

August 2023

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Portable Players in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wireless speakers lead growth

Challenges remain for e-readers

Physical stores continue to lead sales

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Wireless speakers will continue to lead growth, thanks to further differentiation

Portable media players suffer further losses, due to ongoing cannibalisation from smartphones and streaming services

E-commerce will gain ground

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