

Portable Players in France

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Portable players struggles overall, with even wireless speakers suffering
Google Home and Amazon Echo hold their tight top-place competition, with Bose hot on their heels
E-commerce is well suited to portable players and speakers, due to associations and logistical benefits

PROSPECTS AND OPPORTUNITIES

Will smart speakers be the saviour for portable players?
Multifunctional devices, such as smartphones, will continue to pose a notable threat
E-commerce set to become a leading retail channel

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Consumer Electronics in France - Industry Overview

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