



**Euromonitor
International**

Portable Players in China

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers lose interest in smart wireless speakers, driving significant decline

Xiaomi extends its lead in portable players with strategic pricing and the integration of its Mi Home ecosystem

Retail e-commerce continues to dominate distribution

PROSPECTS AND OPPORTUNITIES

Negative CAGRs across the board, but falling sales of wireless speakers set to be the major factor

Optimisation and personalisation set to be significant moving forward

The anticipated rise of more immersive and interactive experiences

CATEGORY DATA

Table 1 - Sales of Portable Players by Category: Volume 2020-2025

Table 2 - Sales of Portable Players by Category: Value 2020-2025

Table 3 - Sales of Portable Players by Category: % Volume Growth 2020-2025

Table 4 - Sales of Portable Players by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Portable Players: % Volume 2021-2025

Table 6 - LBN Brand Shares of Portable Players: % Volume 2022-2025

Table 7 - Distribution of Portable Players by Channel: % Volume 2020-2025

Table 8 - Forecast Sales of Portable Players by Category: Volume 2025-2030

Table 9 - Forecast Sales of Portable Players by Category: Value 2025-2030

Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Consumer Electronics in China - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture

2025 key trends

Competitive landscape

Channel developments

What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025

Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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