

# **Portable Players in Argentina**

July 2023

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# Portable Players in Argentina - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Growth in sales of wireless speakers supported by home offices and streaming Portable media players have come to be seen as obsolete and of little utility The competitive environment in wireless speakers remains extremely fragmented

## PROSPECTS AND OPPORTUNITIES

Wireless speakers set to drive category growth, but at a much more moderate pace The multimedia capabilities of smartphones set to erode demand for portable players Slim pickings for e-readers as paper books remain more popular

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