

Portable Players in Vietnam

July 2023

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Portable Players in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wireless speaker recorded a slower growth than previous

Players forced to invest in innovation, new product development and innovations as competition heats up

Distribution increasingly moving online

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Wireless speakers still full of promise with consumers demanding more features

New designs are focusing by brands

E-commerce set to win further share as offer expands

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