

Portable Players in Malaysia

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Wireless speakers increasingly preferred to traditional wired versions

Demand for e-readers remains limited, despite extension of lifestyle tax relief

Samsung leads in wireless speakers, while Rakuten Kobo e-readers become newly available

PROSPECTS AND OPPORTUNITIES

Smart speakers to enter the mainstream

E-readers will continue to be cannibalised by smartphones, while high price of e-books renders them unaffordable to many

More physical stores will offer e-commerce

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