

# Portable Players in Chile

July 2023

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# Portable Players in Chile - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Wireless speakers drives growth due to wide product range and convenience
E-readers returns to growth, but this is not set to last, as habits are changing
With the premiumisation trend in wireless speakers, value sales see a dynamic rise

## PROSPECTS AND OPPORTUNITIES

Growth in portable players to be driven by continued dynamism of wireless speakers Continued decline for portable media players, despite more sophisticated options Smart speakers set for growth, despite some security concerns

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