



Euromonitor
International

Portable Players in Turkey

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Portable players fare well, driven by a rebound in e-readers and the ongoing success of wireless speakers

Aztek maintains its lead, thanks to strong cross-category performance

Appliances and electronics specialists maintain lead, although e-commerce is increasingly competitive

PROSPECTS AND OPPORTUNITIES

Overall volume sales to remain positive, driven by the ongoing success of wireless speakers

Innovations expected to be focussed on wireless speakers — the most important and interesting category in portable players

Competitive landscape expected to remain largely the same, albeit with heightened competition between small players in wireless speakers

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