

Portable Players in Colombia

July 2023

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Portable Players in Colombia - Category analysis

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2023 DEVELOPMENTS

Portable players maintains overall volume growth in 2023, underpinned by wireless speakers Portable media players facing redundancy thanks to smartphone functionality Bose continues to lead in 2023, closely followed by Sony

PROSPECTS AND OPPORTUNITIES

New opportunities will become available with the rise of e-commerce Hypermarkets remain the most important distribution channel in the category Smartwatches and smartphones will threaten portable media players over the forecast period

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