

Portable Players in Australia

August 2023

Table of Contents

Portable Players in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wireless speakers remains key to sales of portable players with a product to suit every budget

E-readers losing appeal despite new models appearing in the market

Smart speakers finding their way into more homes

PROSPECTS AND OPPORTUNITIES

Innovation expected to focus on voice assistants, the IoT, and AI features as consumers look for more from their wireless speakers

Value and portability likely to drive demand in wireless speakers over the forecast period

E-readers set to continue on a downward trend despite new innovations

CATEGORY DATA

- Table 1 Sales of Portable Players by Category: Volume 2018-2023
- Table 2 Sales of Portable Players by Category: Value 2018-2023
- Table 3 Sales of Portable Players by Category: % Volume Growth 2018-2023
- Table 4 Sales of Portable Players by Category: % Value Growth 2018-2023
- Table 5 NBO Company Shares of Portable Players: % Volume 2019-2023
- Table 6 LBN Brand Shares of Portable Players: % Volume 2020-2023
- Table 7 Distribution of Portable Players by Channel: % Volume 2018-2023
- Table 8 Forecast Sales of Portable Players by Category: Volume 2023-2028
- Table 9 Forecast Sales of Portable Players by Category: Value 2023-2028
- Table 10 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
- Table 11 Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

Consumer Electronics in Australia - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

- Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023
- Table 13 Sales of Consumer Electronics by Category: Value 2018-2023
- Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
- Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023
- Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023
- Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
- Table 18 Distribution of Consumer Electronics by Channel: % Volume 2018-2023
- Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
- Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028
- Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
- Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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