

# Portable Players in Australia

September 2022

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## Portable Players in Australia - Category analysis

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Wireless speakers maintains its positive performance in 2022

Tablets and smartphones take sales from e-readers, whilst Kindle strives to maintain its lead

Smart wireless speakers with voice assistants generate strong interest

## PROSPECTS AND OPPORTUNITIES

Wireless speakers will continue to expand, with a focus on durability, customisation and portability

Smart wireless speakers with voice assistant set to grow in prevalence

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