



Portable Players in Germany

August 2024

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2024 DEVELOPMENTS

Portable players sees growth due to popularity of wireless speakers and innovation of coloured e-readers

Boom in e-readers due to innovation of coloured e-readers

Appliances and electronics specialists remains the main channel for portable players, due to need for informed purchases and in-person testing

PROSPECTS AND OPPORTUNITIES

Google expected to overtake Amazon in wireless speakers, after years of continuous growth

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