

Portable Players in Argentina

July 2024

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Portable Players in Argentina - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wireless speakers' negative performance pulled down the macro category Portable multimedia players continued crumbling in 2024 Atomised category with renowned brands in wireless speakers

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Wireless speakers will return to an uptrend over the forecast period Amazon is the only serious player in e-readers in Argentina Smart wearables will deliver the final blow to portable multimedia players

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