

Portable Players in Malaysia

July 2024

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Portable Players in Malaysia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Slow economic improvement and lifestyle tax relief offer sales opportunities

Young consumers' lifestyles and streaming services are significant contributors to sales of wireless speakers

Moves towards omnichannel retailing as both offline and online channels enjoy popularity

PROSPECTS AND OPPORTUNITIES

Technological advancements to boost wireless speakers but derail e-readers

Streaming services and TV box to boost upgrades of wireless speakers for better cinematic experience

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