

Portable Players in Portugal

July 2024

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Portable Players in Portugal - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Volume and current value growth in 2024, thanks to popularity of wireless speakers

Some declines within the category in 2024 reflect persistent consumer trends favouring convenience and versatility

Physical stores continue to lead sales despite popularity of e-commerce

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E-readers benefit from buoyant book sales and ongoing innovation

Competition within wireless speakers will continue to drive category sales

The online channel will remain relevant for sales of portable players across the forecast period

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