



# Portable Players in Ukraine

July 2024

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Wireless speakers drive category growth in 2024  
E-readers continues to be impacted by multifunctionality of other devices  
Harman retains the lead in 2024, albeit with some loss of share to smaller players

### PROSPECTS AND OPPORTUNITIES

Category growth will be impacted by declining interest in e-readers  
Desire for versatility set to boost the performance of wireless speakers in the years ahead  
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