



# Portable Players in Turkey

July 2024

Table of Contents

## Portable Players in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Success of wireless speakers stimulates overall growth of portable players

Online alternatives lead to decline of portable media players

E-readers sales challenged by high penetration of smartphone ownership

#### PROSPECTS AND OPPORTUNITIES

All categories except wireless speakers expected to register volume decline

Multinational companies to dominate the product area

Retail prices expected to climb

#### CATEGORY DATA

Table 1 - Sales of Portable Players by Category: Volume 2019-2024

Table 2 - Sales of Portable Players by Category: Value 2019-2024

Table 3 - Sales of Portable Players by Category: % Volume Growth 2019-2024

Table 4 - Sales of Portable Players by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Portable Players: % Volume 2020-2024

Table 6 - LBN Brand Shares of Portable Players: % Volume 2021-2024

Table 7 - Distribution of Portable Players by Channel: % Volume 2019-2024

Table 8 - Forecast Sales of Portable Players by Category: Volume 2024-2029

Table 9 - Forecast Sales of Portable Players by Category: Value 2024-2029

Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

## Consumer Electronics in Turkey - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/portable-players-in-turkey/report](http://www.euromonitor.com/portable-players-in-turkey/report).