



Portable Players in Thailand

July 2024

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Portable Players in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Portable media players lose relevance, due to ubiquity of smartphones
Wireless speakers grow in popularity
JBL retains its lead, but intense competition forces players to differentiate

PROSPECTS AND OPPORTUNITIES

Wireless speakers will be the sole positive performer
As sales of portable media players continue to fall, players will focus on the development of more specialised, niche products
E-readers will fail to thrive

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