

Portable Players in India

February 2025

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Portable Players in India - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wireless speakers drives growth, as portable media players and e-readers continue to decline

High adoption of smart speakers drives growth for wireless speakers

Amazon continues to lead thanks to its strong positions in e-readers and wireless speakers

PROSPECTS AND OPPORTUNITIES

Changes in consumer behaviour set to negatively impact sales of e-readers

Wireless speakers set to maintain growth due to convenience

Retail e-commerce expected to become increasingly important and prevalent

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