



Portable Players in Austria

July 2024

Table of Contents

Portable Players in Austria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

High demands of consumers lead to stable current value growth

Consumers willing to trade up in wireless speakers

Despite high levels of saturation, e-readers record value growth

PROSPECTS AND OPPORTUNITIES

Category becomes clearer after elimination of portable multimedia players

Wireless speakers to remain a popular item

Increasing penetration rate of e-readers expected

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 Austria - 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-austria/report.