

# Portable Players in France

July 2024

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# Portable Players in France - Category analysis

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### 2024 DEVELOPMENTS

Portable players continue to slump towards obsoletion in light of more modern and multifunctional devices

Home pod styles of wireless speakers hold the greatest potential

E-commerce is well suited to portable players and wireless speakers, due to associations and logistical benefits

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Will smart speakers be the saviour for portable players?

Multifunctional devices, such as smartphones, will continue to pose strong competition

E-commerce set to become a leading retail channel

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