



Euromonitor  
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# Portable Players in South Korea

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## Portable Players in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Wireless speakers drive growth in portable players

AI-powered wireless speakers are increasingly used as emergency assistants for older consumers

Decline in popularity of e-readers

#### PROSPECTS AND OPPORTUNITIES

Wireless speakers to remain a key sales driver with AI-powered devices having scope for further household penetration

Continued downtrend in e-reader market, due to continued competition from tablets and smartphones

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