

# Portable Players in Taiwan

August 2024

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# Portable Players in Taiwan - Category analysis

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#### 2024 DEVELOPMENTS

Wireless speakers continue to drive category growth in 2024

Apple maintains competitive advantage in a fragmented arena

Despite little interest in e-readers, Readmoo continues to invest

## PROSPECTS AND OPPORTUNITIES

Wireless speakers will see continuous growth over the forecast period

Wireless speakers players could form partnerships with consumer appliance manufactures in the coming years

Readmoo's activity in e-readers could tempt others to invest in the category

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