

Portable Players in Nigeria

July 2024

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Portable Players in Nigeria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inconsistent power supply drives growth of portable players
Brands offering products at different price points fare well
Growing young population drives growth of wireless speakers

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Social gatherings expected to increase demand for wireless speakers

Increased smartphone and wireless speaker penetration will lead to decline of other portable devices

Generic Chinese brands expected to drive future growth

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