



# 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

#### PROSPECTS AND OPPORTUNITIES

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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