

# Portable Players in Argentina

July 2023

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## Portable Players in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth in sales of wireless speakers supported by home offices and streaming  
Portable media players have come to be seen as obsolete and of little utility  
The competitive environment in wireless speakers remains extremely fragmented

#### PROSPECTS AND OPPORTUNITIES

Wireless speakers set to drive category growth, but at a much more moderate pace  
The multimedia capabilities of smartphones set to erode demand for portable players  
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