



# Portable Players in the US

July 2024

Table of Contents

## Portable Players in the US - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Retail volume decline for portable players, driven by other portable media players becoming obsolete  
Wireless speakers declines in 2024, but is set to recover in the forecast period as replacement cycle restarts  
Alexa's enhanced features present opportunities

#### PROSPECTS AND OPPORTUNITIES

Audiobooks set to disrupt sales of e-readers, as Spotify adds audiobooks to its Premium subscription  
Manufacturers are embracing the consumer demand for eco-friendly products  
E-commerce continues to dominate portable players

#### CATEGORY DATA

- Table 1 - Sales of Portable Players by Category: Volume 2019-2024
- Table 2 - Sales of Portable Players by Category: Value 2019-2024
- Table 3 - Sales of Portable Players by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Portable Players by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Portable Players: % Volume 2020-2024
- Table 6 - LBN Brand Shares of Portable Players: % Volume 2021-2024
- Table 7 - Distribution of Portable Players by Channel: % Volume 2019-2024
- Table 8 - Forecast Sales of Portable Players by Category: Volume 2024-2029
- Table 9 - Forecast Sales of Portable Players by Category: Value 2024-2029
- Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
- Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

## Consumer Electronics in the US - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer electronics?

#### MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2019-2024
- Table 13 - Sales of Consumer Electronics by Category: Value 2019-2024
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/portable-players-in-the-us/report](http://www.euromonitor.com/portable-players-in-the-us/report).