

# Portable Players in Hong Kong, China

August 2023

Table of Contents

## Portable Players in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Portable players benefits from post-pandemic social occasions

Wireless speakers continue to be the stars of portable players

E-readers sees a smaller volume decline than expected, despite outdated image of such devices

#### PROSPECTS AND OPPORTUNITIES

Wireless speakers will continue to be the stars of the category

Tablets and smartphones will continue to prove strong competition for portable readers and other devices

#### CATEGORY DATA

Table 1 - Sales of Portable Players by Category: Volume 2018-2023

Table 2 - Sales of Portable Players by Category: Value 2018-2023

Table 3 - Sales of Portable Players by Category: % Volume Growth 2018-2023

Table 4 - Sales of Portable Players by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Portable Players: % Volume 2019-2023

Table 6 - LBN Brand Shares of Portable Players: % Volume 2020-2023

Table 7 - Distribution of Portable Players by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Portable Players by Category: Volume 2023-2028

Table 9 - Forecast Sales of Portable Players by Category: Value 2023-2028

Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

## Consumer Electronics in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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