

Portable Players in France

July 2023

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Portable Players in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Portable players struggles overall, with even wireless speakers suffering
Google Home and Amazon Echo hold their tight top-place competition, with Bose hot on their heels
E-commerce is well suited to portable players and speakers, due to associations and logistical benefits

PROSPECTS AND OPPORTUNITIES

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Multifunctional devices, such as smartphones, will continue to pose a notable threat
E-commerce set to become a leading retail channel

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