

# Portable Players in Poland

<https://marketpublishers.com/r/P63D7C2FFAEEN.html>

Date: July 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: P63D7C2FFAEEN

## Abstracts

Portable players recorded further growth in 2023, with wireless speakers driving this sales increase, as these products continue to attract consumer interest. Consumers are keen on the high quality of the sound they offer, as well as their advanced tech features. In addition, new product development in terms of length of battery power, quality of sound and improved design is stimulating sales for wireless speakers.

Euromonitor International's Portable Players in Poland report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

**Product coverage:** E-Readers, Portable Media Players, Wireless Speakers.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Portable Players market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### PORTABLE PLAYERS IN POLAND

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wireless speakers continue to drive growth

E-readers face competition from smartphones and tablets

Outdated multimedia players record strong decline

#### PROSPECTS AND OPPORTUNITIES

Further growth of wireless speakers supports overall category performance

Smartphones substitution hampers sales

Further development of e-commerce

#### 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 POLAND

#### 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

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Portable Players in Poland

Product link: <https://marketpublishers.com/r/P63D7C2FFAEEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P63D7C2FFAEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970