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Portable Media Players - Czech Republic

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Abstracts

Portable video and portable multimedia players, which were introduced within the Czech Republic during 2007 and 2008 respectively, are both experiencing very high growth rates and contributing significantly to the overall growth of the category. As relatively new products they are capitalising on limited penetration and substantial interest among consumers, particularly since these are frequently considered when replacing portable MP3 players.

Euromonitor International's Portable Media Players in Czech Republic 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: Analogue Camcorders , Analogue Cameras , Digital Camcorders, Digital Cameras, E-Book, HD Camcorders, Other Portable Media Players, Photo Printers, Portable MP3 Players, Portable Multimedia Players, Portable Video Players.

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 Media Players market;

Pinpoint growth sectors and identify factors driving change;

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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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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