

Portable Media Players in Greece

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Abstracts

Despite a decline of 17% in current value terms in 2010, portable multimedia players remained the largest category, with sales reaching €28 million and 295,300 units. In volume terms, portable MP3 players was the second largest category, with 262,600 units, yet its contribution was considerably lower in value terms, in line with having the lowest unit price. In current value terms, it was other portable media players which ranked second, with sales of €9 million.

Euromonitor International's Portable Media Players in Greece 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-Readers, Feature Phones, HD Camcorders, Other Portable Media Players, Portable MP3 Players, Portable Multimedia Players, Smartphones.

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;

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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