

# Portable Media Players in Portugal

<https://marketpublishers.com/r/P90381534CFEN.html>

Date: January 2012

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: P90381534CFEN

## Abstracts

Most portable media player products, particularly portable MP3 players and portable multimedia players, are usually associated with a younger range of consumers. Younger social groups in Portugal are the most affected by unemployment. According to the National Bureau of Statistics, unemployment figures for those under the age of 25 in Portugal reached approximately 100,000 in 2010, with even graduates struggling to find jobs. As their purchasing power continues to decline, young consumers are...

Euromonitor International's Portable Media Players in Portugal 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Portable Media Players by Category: Volume 2005-2010

Table 2 Sales of Portable Media Players by Category: Value 2005-2010

Table 3 Sales of Portable Media Players by Category: % Volume Growth 2005-2010

Table 4 Sales of Portable Media Players by Category: % Value Growth 2005-2010

Table 5 Portable Media Players Company Shares 2006-2010

Table 6 Portable Media Players Brand Shares 2007-2010

Table 7 Sales of Portable Media Players by Distribution Format 2005-2010

Table 8 Forecast Sales of Portable Media Players by Category: Volume 2010-2015

Table 9 Forecast Sales of Portable Media Players by Category: Value 2010-2015

Table 10 Forecast Sales of Portable Media Players by Category: % Volume Growth 2010-2015

Table 11 Forecast Sales of Portable Media Players by Category: % Value Growth 2010-2015

Executive Summary

Financial Instability Negatively Impacts Consumer Electronics

Technology Trend Boosting Consumer Demand

Smartphones: New Favourite Within Consumer Electronics

Multinationals: Dominating Consumer Electronics Sales

Uncertain Future Likely To Affect Consumer Electronics

Key Trends and Developments

Negative Impact of Unstable Economic Climate on Consumer Electronics Sales

Impact of Austerity Measures on Growth Potential of Consumer Electronics

Positive Role of Technological Advances Within Consumer Electronics

Potential for Increase in Sales of Private Label Brands

Good Performance of Internet Retailing With Specialists Maintaining Leadership

Summary 1 Leading Specialist Retailers 2010

Market Data

Table 12 Sales of Consumer Electronics by Category: Volume 2005-2010

Table 13 Sales of Consumer Electronics by Category: Value 2005-2010

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2005-2010

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2005-2010

Table 16 Consumer Electronics Company Shares 2006-2010

Table 17 Consumer Electronics Brand Shares 2007-2010

Table 18 Sales of Consumer Electronics by Distribution Format 2005-2010

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2010-2015

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2010-2015

Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth  
2010-2015

Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth  
2010-2015

Definitions

Summary 2 Research Sources

## I would like to order

Product name: Portable Media Players in Portugal

Product link: <https://marketpublishers.com/r/P90381534CFEN.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/P90381534CFEN.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