



Euromonitor
International

Portable Players in Germany

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Portable Players in Germany - Category analysis

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2024 DEVELOPMENTS

Portable players sees growth due to popularity of wireless speakers and innovation of coloured e-readers

Boom in e-readers due to innovation of coloured e-readers

Appliances and electronics specialists remains the main channel for portable players, due to need for informed purchases and in-person testing

PROSPECTS AND OPPORTUNITIES

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Another boom in e-readers expected with the launch of coloured edition of Amazon's Kindle

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