

Portable Players in Vietnam

July 2024

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Portable Players in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for portable players continues to grow, driven by wireless speakers Vintage designs and eco-friendly materials appeal to younger consumers Players launch innovative products in dynamic competitive landscape

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Wireless speakers to continue to drive category growth over forecast period Al integration set to become increasingly prevalent Strong future growth for e-commerce as wireless speakers suitable for home delivery

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