

Portable Players in Egypt

July 2024

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Portable Players in Egypt - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in wireless speaker sales amidst import restrictions

E-commerce gaining traction over physical stores

JBL is the leading brand in wireless speakers whilst "others" expands due to generics

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Wireless speakers to benefit from convenience and cheaper generic options

Portable media players face competition from smartphones

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