



# Portable Players in Taiwan

August 2024

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Wireless speakers continue to drive category growth in 2024  
Apple maintains competitive advantage in a fragmented arena  
Despite little interest in e-readers, Readmoo continues to invest

### PROSPECTS AND OPPORTUNITIES

Wireless speakers will see continuous growth over the forecast period  
Wireless speakers players could form partnerships with consumer appliance manufactures in the coming years  
Readmoo's activity in e-readers could tempt others to invest in the category

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