

Portable Players in Thailand

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Portable media players lose relevance, due to ubiquity of smartphones
Wireless speakers grow in popularity
JBL retains its lead, but intense competition forces players to differentiate

PROSPECTS AND OPPORTUNITIES

Sales of portable media players will continue to fall, as they become a niche product
E-readers will fail to thrive
Wireless speakers will be the sole positive performer

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