

# Portable Players in Taiwan

August 2023

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# Portable Players in Taiwan - Category analysis

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#### 2023 DEVELOPMENTS

Wireless speakers continue to drive growth

Apple and Google maintain their competitive advantage

Despite near-zero interest in e-readers, Readmoo continues to push its products

## PROSPECTS AND OPPORTUNITIES

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Apple withdraws from portable multimedia players, amid waning interest in such products

Readmoo's activity in e-readers could tempt others to invest in the market

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