



Euromonitor
International

Portable Players in South Africa

August 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers drive growth within portable players while other products decline
JBL leads portable players due to its strong position within wireless speakers
Retail e-commerce records solid growth as a distribution channel for portable players

PROSPECTS AND OPPORTUNITIES

Wireless speakers are set to record consistent growth across the forecast period
Wireless speakers are set to drive growth through enhanced digital features
More brands are expected to exit portable media players over the forecast period

CATEGORY DATA

Table 1 - Sales of Portable Players by Category: Volume 2020-2025
Table 2 - Sales of Portable Players by Category: Value 2020-2025
Table 3 - Sales of Portable Players by Category: % Volume Growth 2020-2025
Table 4 - Sales of Portable Players by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Portable Players: % Volume 2021-2025
Table 6 - LBN Brand Shares of Portable Players: % Volume 2022-2025
Table 7 - Distribution of Portable Players by Channel: % Volume 2020-2025
Table 8 - Forecast Sales of Portable Players by Category: Volume 2025-2030
Table 9 - Forecast Sales of Portable Players by Category: Value 2025-2030
Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Consumer Electronics in South Africa - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025
Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025
Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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