



Euromonitor
International

Portable Players in Germany

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers declines, while e-readers benefits greatly from coloured e-ink

Google is more popular in wireless speakers, but Amazon leads overall due to its strength in e-readers

Appliances and electronics specialists are favoured for testing wireless speakers and e-readers, but sales still move online

PROSPECTS AND OPPORTUNITIES

Forecast period likely to be characterised by decline, followed by growth, with the establishment of Matter

Matter is expected to greatly impact portable players in the future

Sustainability will play an increasingly important role as DPP is introduced

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DISCLAIMER

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