



Euromonitor
International

Portable Players in Hungary

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive volume sales thanks to the popularity of wireless speakers
Harman maintains its lead thanks to success of its JBL brand in wireless speakers
Retail e-commerce particularly well suited to sales of wireless speakers

PROSPECTS AND OPPORTUNITIES

Robust sales for portable players, driven by wireless speakers
Innovations in wireless speakers to offer enhanced convenience to consumers
Audio enhancements also expected — even in small and compact devices

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Consumer Electronics in Hungary - Industry Overview

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DISCLAIMER

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