



Euromonitor
International

Portable Players in Mexico

August 2025

Table of Contents

Portable Players in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers drives growth as consumers seek portability within and outside the home

Affordable prices important in a price-sensitive market

Resistance to over-consumption impacts purchasing decisions

PROSPECTS AND OPPORTUNITIES

New needs among older consumers will continue to contribute to growth for e-readers and wireless speakers

E-readers will see formats more comparable to real books

AI and automatic adjustments in e-readers

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 Mexico - 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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/portable-players-in-mexico/report.