



# Portable Players in Australia

October 2025

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## Portable Players in Australia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Wireless speakers remains on a strong growth trajectory

JBL takes the lead with a strong value proposition while Kobo bucks the trend with growth in e-readers

Retailers invest in omnichannel strategies and brand experiences to drive sales

#### PROSPECTS AND OPPORTUNITIES

Lifestyle behaviours, premiumisation and e-commerce set to fuel sales of wireless speakers

Seamless integration elevates the smart audio experience

Advanced audio processing and connectivity set to drive innovation

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