



Portable Players in Saudi Arabia

August 2025

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Portable Players in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers, driven by smart models, contributes to category sales
Harman International retains lead of highly consolidated competitive landscape
E-commerce makes further gains in retail landscape dominated by specialists

PROSPECTS AND OPPORTUNITIES

Positive outlook will be driven by wireless speakers, as traditional devices move towards obsolescence
Digital and technological advancements to drive future product development
Innovation to focus on smart solutions and immersive listening

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