



**Euromonitor
International**

Portable Players in the Netherlands

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers drive growth in portable players as consumers shift toward flexible audio use
Harman International Industries improves its lead, while Google Home records the strongest growth
Retail e-commerce dominates portable players as omnichannel remains relevant for wireless speaker sales

PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by wireless speakers, as these become core audio solutions for many
Wireless speakers will evolve into central smart home hubs with advanced integration capabilities
Innovations in integrated audio solutions are set to transform living spaces

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DISCLAIMER

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