



Passport

Portable Players in India

Euromonitor International

October 2023

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Some content and data have been
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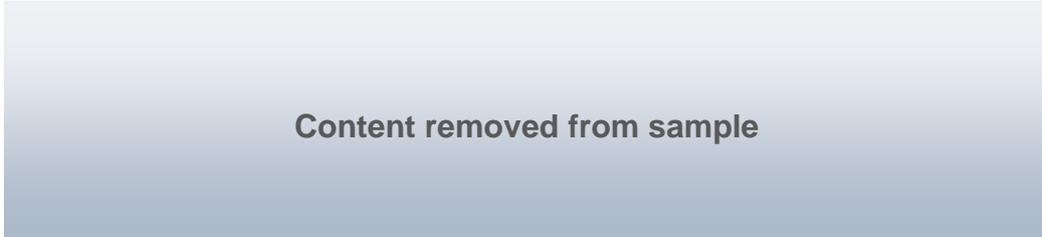
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PORTABLE PLAYERS IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

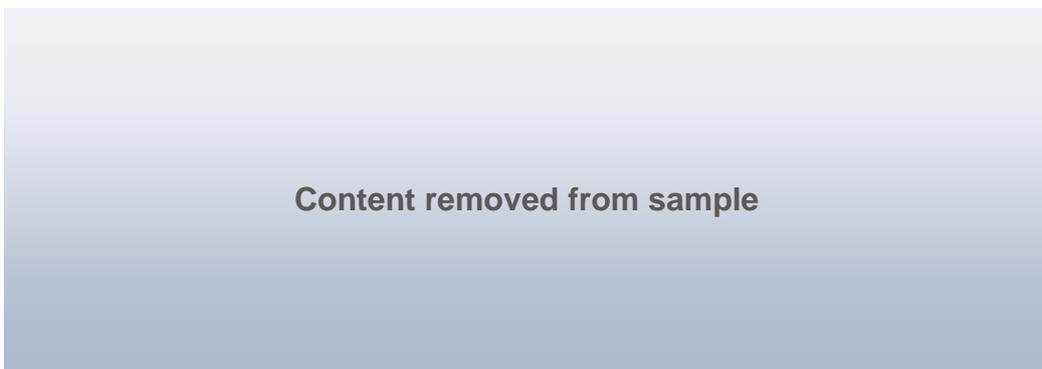


2023 DEVELOPMENTS

Wireless speakers are the only bright spot in a declining category



Rising popularity of smart speakers drives growth in wireless speakers



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Amazon.com inc continues to lead in portable players

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PROSPECTS AND OPPORTUNITIES

E-readers face tough competition as devices lose appeal

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E-commerce channel to gain retail volume share going forward

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CATEGORY DATA

Table 1 Sales of Portable Players by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
- E-Readers	Data removed from sample					
- Portable Media Players						
-- Portable Multimedia Players						
-- Other Portable Media Players						
- Wireless Speakers						
Portable Players						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Portable Players by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
- E-Readers	Data removed from sample					
- Portable Media Players						
-- Portable Multimedia Players						
-- Other Portable Media Players						
- Wireless Speakers						
Portable Players						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Portable Players by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
- E-Readers	Data removed from sample		
- Portable Media Players			
-- Portable Multimedia Players			
-- Other Portable Media Players			
- Wireless Speakers			
Portable Players			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Portable Players by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
- E-Readers	Data removed from sample		

- Portable Media Players
 - Portable Multimedia Players
 - Other Portable Media Players
 - Wireless Speakers
- Portable Players

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 NBO Company Shares of Portable Players: % Volume 2019-2023

% retail volume Company	2019	2020	2021	2022	2023
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 LBN Brand Shares of Portable Players: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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Data removed from sample

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Distribution of Portable Players by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Forecast Sales of Portable Players by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
- E-Readers	Data removed from sample					
- Portable Media Players						

- Portable Multimedia Players
- Other Portable Media Players
- Wireless Speakers Portable Players

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 9 Forecast Sales of Portable Players by Category: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
- E-Readers	Data removed from sample					
- Portable Media Players						
-- Portable Multimedia Players						
-- Other Portable Media Players						
- Wireless Speakers Portable Players						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 10 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
- E-Readers	Data removed from sample		
- Portable Media Players			
-- Portable Multimedia Players			
-- Other Portable Media Players			
- Wireless Speakers Portable Players			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 11 Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

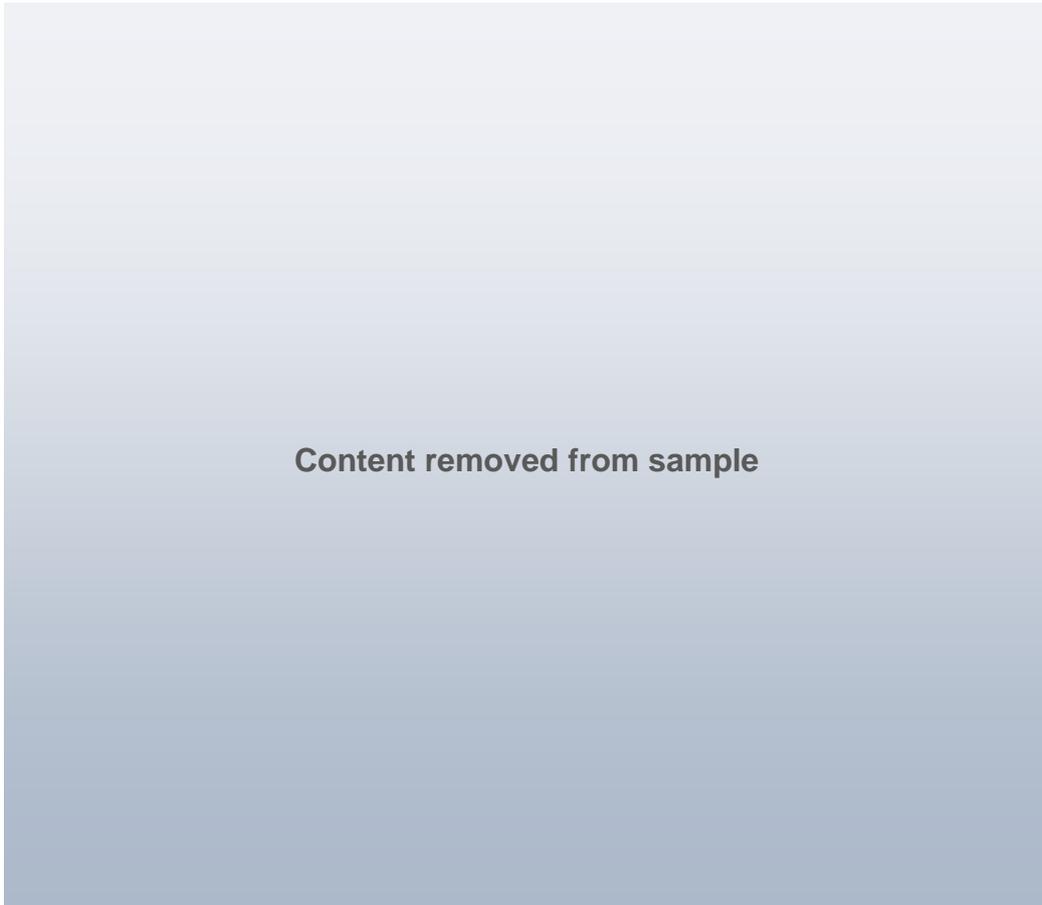
% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
- E-Readers	Data removed from sample		
- Portable Media Players			
-- Portable Multimedia Players			
-- Other Portable Media Players			
- Wireless Speakers Portable Players			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

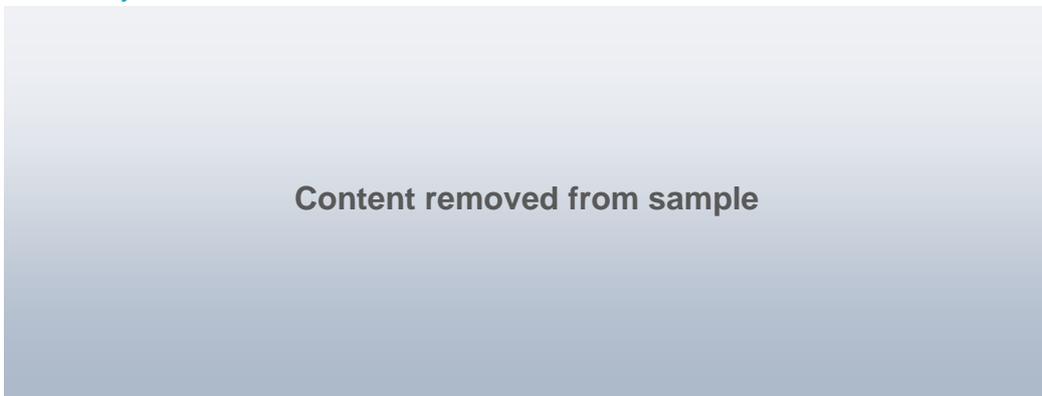
CONSUMER ELECTRONICS IN INDIA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture



2023 key trends



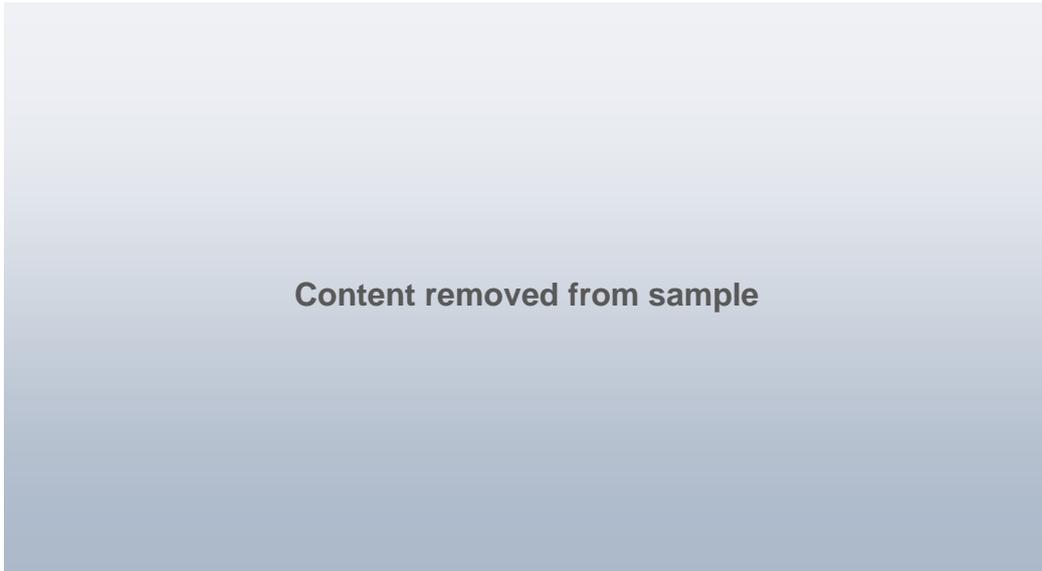
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Competitive landscape

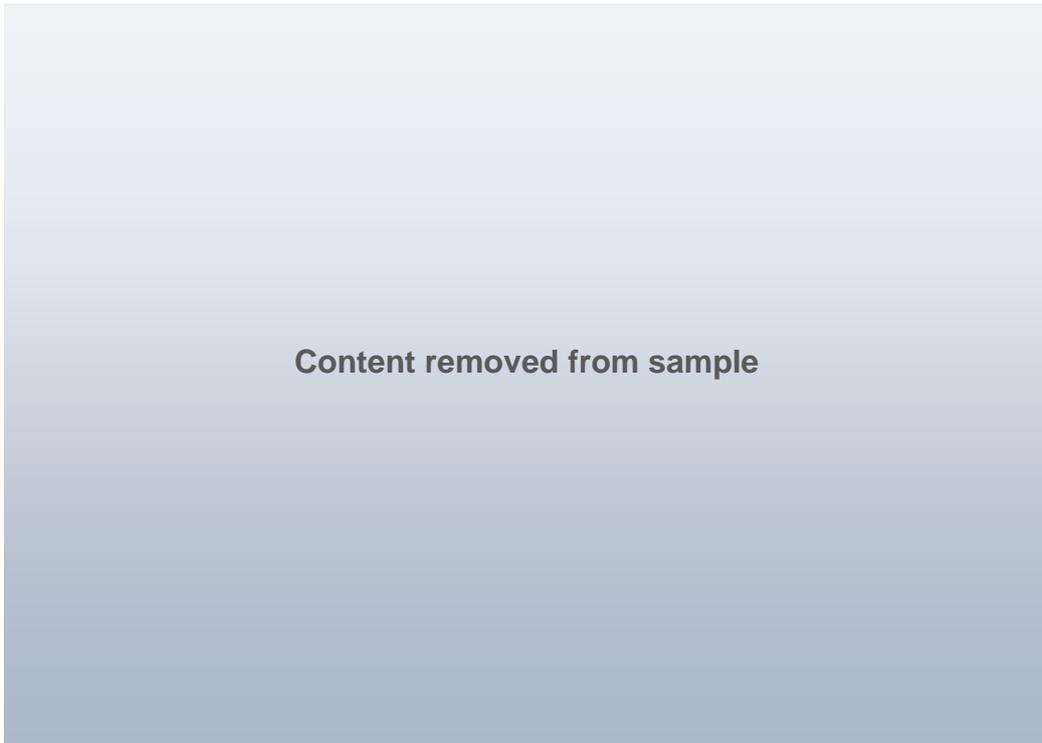
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Retailing developments

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What next for consumer electronics?



MARKET DATA

Table 12 Sales of Consumer Electronics by Category: Volume 2018-2023

'000 units

	2018	2019	2020	2021	2022	2023
Computers and Peripherals	Data removed from sample					

In-Car Entertainment In-Home Consumer Electronics Portable Consumer Electronics Consumer Electronics	Data removed from sample
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Sales of Consumer Electronics by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Computers and Peripherals In-Car Entertainment In-Home Consumer Electronics Portable Consumer Electronics Consumer Electronics	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Computers and Peripherals In-Car Entertainment In-Home Consumer Electronics Portable Consumer Electronics Consumer Electronics	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Computers and Peripherals In-Car Entertainment In-Home Consumer Electronics Portable Consumer Electronics Consumer Electronics	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

% retail volume

Company	2019	2020	2021	2022	2023
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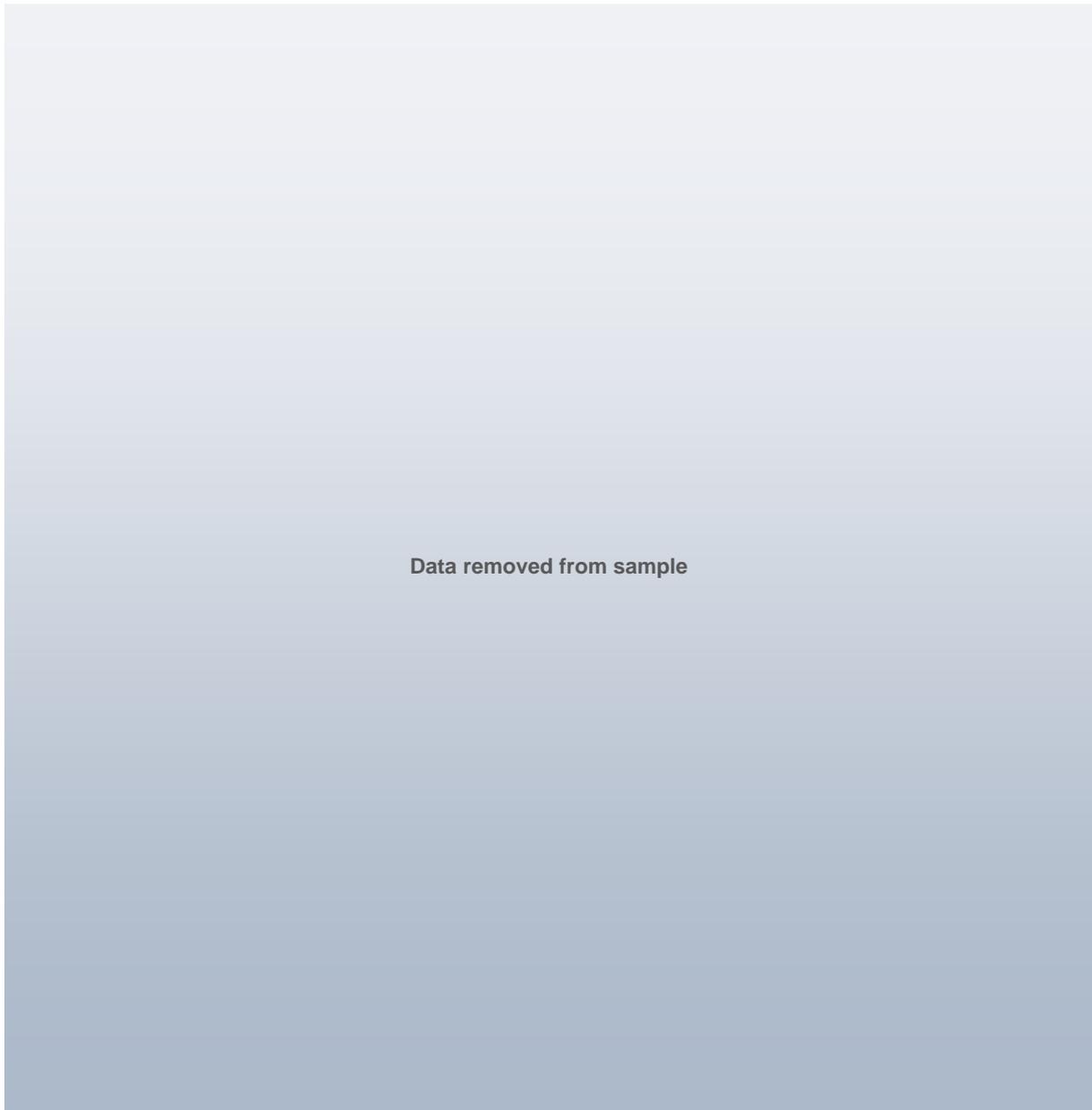
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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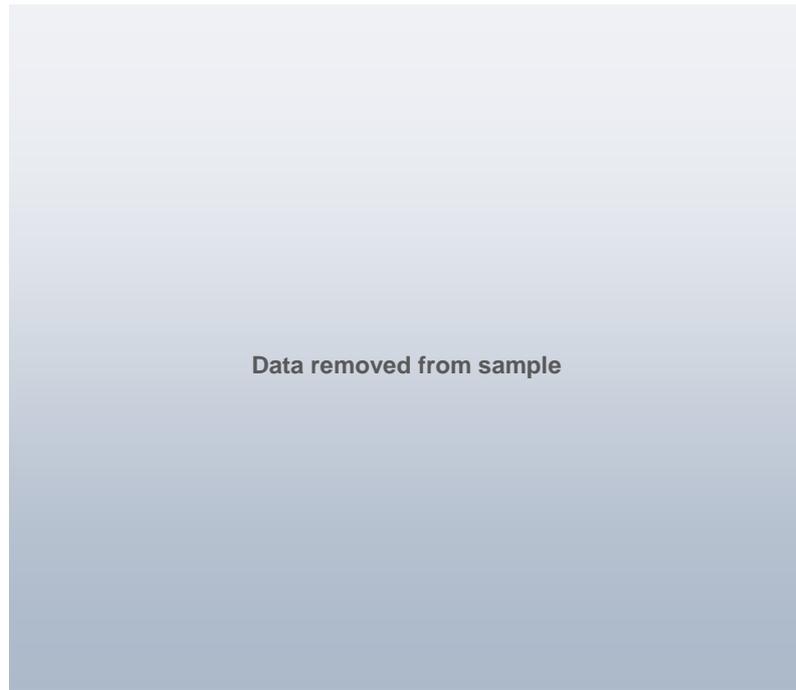


Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 18 **Distribution of Consumer Electronics by Channel: % Volume 2018-2023**

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						

- Discounters
- Warehouse Clubs
- Food/drink/tobacco specialists
- Small Local Grocers
- Non-Grocery Retailers
- General Merchandise Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Vending
- Direct Selling
- Retail E-Commerce
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 19 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 20 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 21 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Computers and Peripherals	1.5	1.7	8.7
In-Car Entertainment	-11.5	-12.0	-47.2
In-Home Consumer Electronics	5.2	6.1	34.7
Portable Consumer Electronics	3.5	5.4	30.3
Consumer Electronics	3.5	5.3	29.5

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 22 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Computers and Peripherals	Data removed from sample		
In-Car Entertainment			
In-Home Consumer Electronics			
Portable Consumer Electronics			
Consumer Electronics			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast and scenario closing date: 10 July 2023

Report closing date: 24 October 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during research include the following:

Summary 1 Research Sources

Official Sources

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Trade Associations

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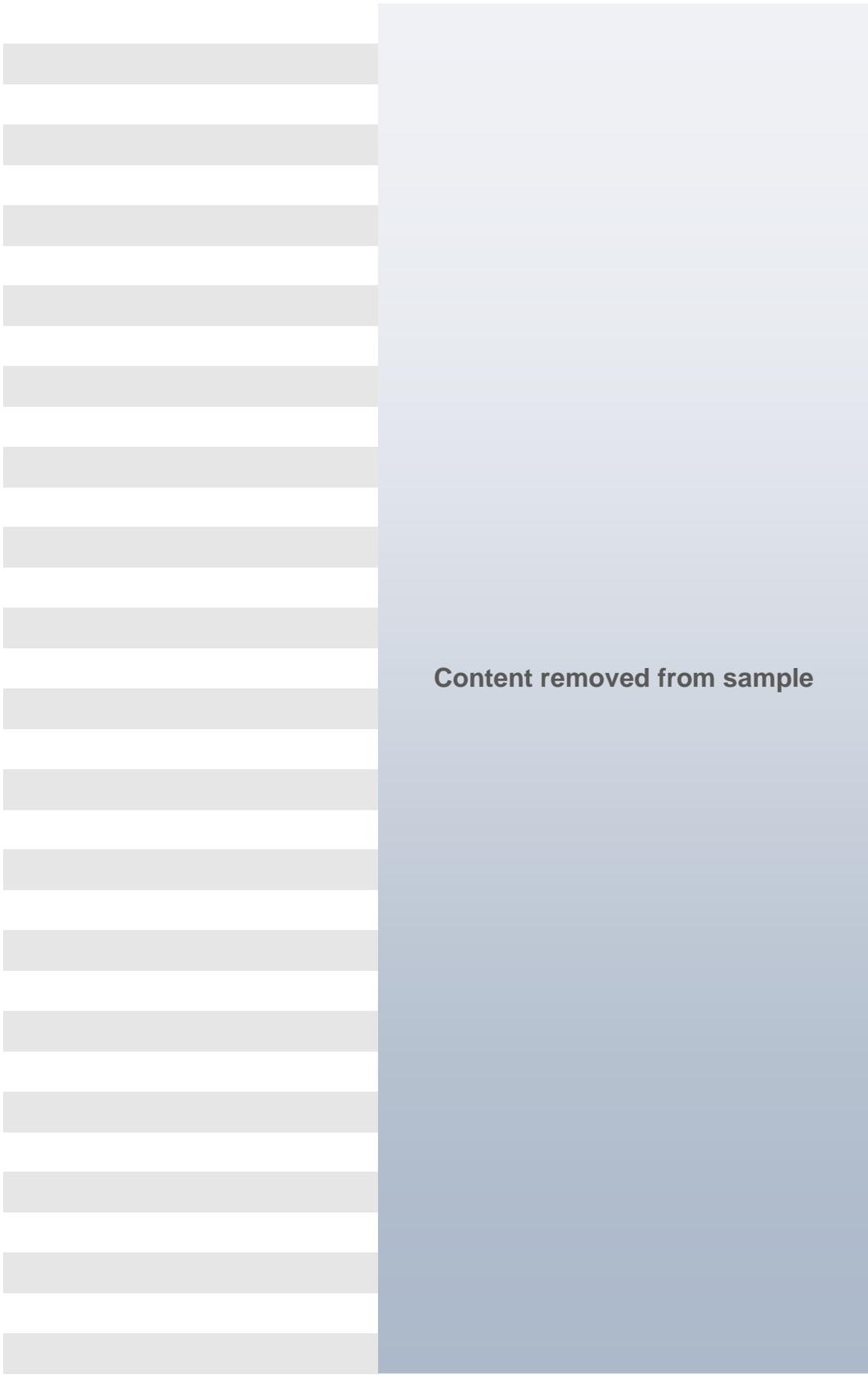
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Trade Press

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Source: Euromonitor International