



Portable Players in Canada

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Portable players record positive growth, driven by wireless innovation and audio streaming trends
A low barrier to entry and a wide variety of brands shapes the competitive landscape
Improvements in retail e-commerce and in-store promotions boost sales

PROSPECTS AND OPPORTUNITIES

Portable player sales are set to grow, supported by lifestyle trends and wireless innovation
Solar powered Bluetooth speakers are set to gain ground over the forecast period
AI and high-resolution audio technology will drive future product development

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