



**Euromonitor
International**

Portable Players in Hungary

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive volume sales thanks to the popularity of wireless speakers
Harman maintains its lead thanks to success of its JBL brand in wireless speakers
Retail e-commerce particularly well suited to sales of wireless speakers

PROSPECTS AND OPPORTUNITIES

Robust sales for portable players, driven by wireless speakers
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Audio enhancements also expected — even in small and compact devices

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Consumer Electronics in Hungary - Industry Overview

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DISCLAIMER

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