



Euromonitor
International

Portable Players in Japan

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Decline for portable players in 2025
- Challenges and saturation in wireless speakers
- E-readers remains resilient in Japan

PROSPECTS AND OPPORTUNITIES

- Slow adoption of smart homes hinders progress for portable players in Japan
- Advancements in smart speakers with GenAI
- Only minimal decline anticipated for e-readers in Japan

CATEGORY DATA

- Table 1 - Sales of Portable Players by Category: Volume 2020-2025
- Table 2 - Sales of Portable Players by Category: Value 2020-2025
- Table 3 - Sales of Portable Players by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Portable Players by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Portable Players: % Volume 2021-2025
- Table 6 - LBN Brand Shares of Portable Players: % Volume 2022-2025
- Table 7 - Distribution of Portable Players by Channel: % Volume 2020-2025
- Table 8 - Forecast Sales of Portable Players by Category: Volume 2025-2030
- Table 9 - Forecast Sales of Portable Players by Category: Value 2025-2030
- Table 10 - Forecast Sales of Portable Players by Category: % Volume Growth 2025-2030
- Table 11 - Forecast Sales of Portable Players by Category: % Value Growth 2025-2030

Consumer Electronics in Japan - Industry Overview

EXECUTIVE SUMMARY

- Consumer electronics in 2025: The big picture
- 2025 key trends
- Competitive landscape
- Channel developments
- What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2020-2025
- Table 13 - Sales of Consumer Electronics by Category: Value 2020-2025
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030
- Table 22 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/portable-players-in-japan/report.