



Euromonitor
International

Portable Players in Malaysia

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Music streaming habits and gaming culture drive demand for wireless speakers
- Established international brands lead category sales
- Brick-and-mortar retailers remain popular for premium brands positioning, while e-commerce offers affordability

PROSPECTS AND OPPORTUNITIES

- Minimalist trend and higher standard of living will support category growth in the coming years
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DISCLAIMER

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