



**Euromonitor
International**

Portable Players in India

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wireless speakers' performance drives overall category growth in 2025
Hyperlocal content ecosystems reshape value propositions
Multifunctional devices reflect shared use within Indian homes

PROSPECTS AND OPPORTUNITIES

Voice-first interfaces will transform portable electronics user experience in the years ahead
Augmented reality integration will lead to new mobile computing paradigms
Localised manufacturing ecosystem will boost innovation and affordability

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 India - 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-india/report.