



Euromonitor
International

Portable Players in Austria

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KEY DATA FINDINGS

2025 DEVELOPMENTS

All categories see a downward trend in 2025

JBL extends its lead, while Amazon Echo suffers

Retail e-commerce continues to win share from offline retailers

PROSPECTS AND OPPORTUNITIES

No hope of growth in the foreseeable future

It remains to be seen to what extent innovations can really stimulate demand

High-priced niches will play an increasingly important role

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DISCLAIMER

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