



**Euromonitor
International**

Portable Players in Taiwan

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Portable players posted slower growth in 2025, with wireless speakers offsetting declines in portable media players
Wireless speakers continued to drive growth thanks to portability and design innovation
E-readers remained a niche category, but local brand Read Moo gained momentum

PROSPECTS AND OPPORTUNITIES

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Portable media players to continue shrinking, with Sony the exception
E-readers may attract new entrants if content barriers are addressed

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Consumer Electronics in Taiwan - Industry Overview

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DISCLAIMER

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