

Portable Media Players - UK - December 2011

Report Price: £1750 / \$2837 / €1995



“Some trade sources have noted that whilst sales of MP3 players have dipped over 2010, this has been compensated for by a rise in video player sales. It is likely that, as has been seen with digital music, the proliferation of routes to access digital video and the growing amount of material available will lead to greater interaction from consumers. It is extremely likely in this regard that players capable of processing cloud-based digital content on the go will become more popular over 2012, and more relevant once the ultra-fast 4G mobile network is implemented across UK in approximately 2014/15.”

– Samuel Gee, Technology Analyst

In this report we answer the key questions:

- What opportunities remain in this mature market?
- Can bricks-and-mortar retailers regain the custom of heavy spenders?
- How will the drop in purchasing of middle-priced devices affect the market?
- How much of an effect will the increasing usage of digital video have on the market?

Definition

Portable media players (PMPs) are defined by Mintel as devices capable of playing, at the least, MP3 digital music files. More advanced models are also capable of playing video, or of downloading applications from branded application stores. This definition excludes devices which have a primary function other than media playback, such as mobile phones/smartphones or tablet computers.

TGI consumer questions on device ownership refer to ‘portable media players’, whereas questions on purchasing refer to ‘MP3/MP4 players’. However, these terms refer to the same essential product: a digital music and/or video player that is not primarily another device, such as a smartphone or tablet. The terms ‘PMP’ and ‘MP3/MP4 player’ are therefore used interchangeably in this report.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100