

MP3 players seen as hot Christmas gift

November 2 2005

MP3 players will be one of the hottest Christmas gifts this year, a survey found Wednesday.

In its annual consumer survey guide, the Macerich Company found that electronics will be one of the most popular gifts, making up 12 percent of the overall seasonal gift market, with digital music players topping the list of electronic goods.

The iPod Nano is expected to be the most popular gift of them all, followed by Microsoft's Xbox 360 video consoles, while plasma television screens are expected to follow suit.

"A mainstay on holiday shopping lists, the latest electronic products offer a variety of options for shoppers," Garry Butcher, vice president of marketing, said in a news release.

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