

## **Diversified Consumer Electronics Groups – World Market Analysis – 2016-2021 Trends – Corporate Strategies**

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**Exclusive extracts from this 205-page-long report:**

### **- What is the business?**

Consumer electronics in the broadest sense include all electronic devices sold to non-professional consumers. They can be divided into the following categories: information technology products, communication products, audio and video products, imaging products, beauty products, gaming consoles and other equipment such as wearables and virtual reality devices. [...]

### **- Who are the key players?**

With the exception of Apple and a handful of minor players, the majority of the world's largest consumer electronics companies are headquartered in Asia. This includes Japanese conglomerates such as Sony, Sharp, and Panasonic, Korean leaders such as Samsung and LG, and the rapidly emerging Chinese players. Last but not least, the industry has seen the rise of a new category of players in new market segments such as wearables (Fitbit, Garmin) and Smart TVs (Vizio). [...]

Companies analysed in the report include: **APPLE, SAMSUNG, SONY, PANASONIC, TOSHIBA, LG ELECTRONICS, CANON, SHARP, TCL, NIKON, HARMAN, HISENSE, GARMIN, VIZIO and FITBIT.**

### **- How intense is competition?**

Competitive rivalry in the consumer electronics industry is intense due to increasingly short product life cycles which entail the frequent introduction of new products. However, as slowing hardware innovation reduces demand for replacement purchases, consumer electronics manufacturers are increasingly focusing on building hardware and software ecosystems to bolster demand and customer loyalty. [...]

### **- What are the main markets?**

While developing markets were expected by now to overtake developed ones, recent estimates show that mature markets will generate 51% of global consumer electronics sales in 2016. Nonetheless, opportunities remain in developing countries as growing income levels and lower device penetration rates means there is significant room for growth. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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