

Communications Equipment Sales via Key Retail Formats in Vietnam to 2014

<https://marketpublishers.com/r/CA007933C6CEN.html>

Date: January 2011

Pages: 27

Price: US\$ 495.00 (Single User License)

ID: CA007933C6CEN

Abstracts

Introduction

Datamonitor's 'Communications Equipment Sales via Key Retail Formats in Vietnam to 2014' databook provides market value data for two key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

Scope

Communications equipment retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include fixed-line telecommunications equipment and mobile telecommunications equipment

Current and forecast analysis of sales via major retail channels in the communications equipment market as well as its sub-categories

Highlights

Communications equipment retail sales in Vietnam increased at a compound annual growth rate of 10% between 2004 and 2009.

Mobile telecommunications equipment sales led the communications equipment market

with a share of 96.7% in 2009. Electricals and electronics retailers were the leading retail format for mobile telecommunications equipment in 2009.

Reasons to Purchase

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the communications equipment market in Vietnam

Understand the future direction of the market with reliable historical data and full five year forecasting

Contents

DATAMONITOR VIEW

Catalyst
Summary
Methodology

COMMUNICATIONS EQUIPMENT RETAIL SALES OVERVIEW

Communications equipment retail market definition
Communications equipment sales overview
Communications equipment retail sales value, 2004–09
Communications equipment retail sales value, 2009–14

COMMUNICATIONS EQUIPMENT MARKET SEGMENTATION

Market sales analysis by category, 2004–09
Market sales analysis by category, 2009–14

COMMUNICATIONS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Retail format definitions
Communications equipment sales analysis by key retail formats, overview
Communications equipment sales analysis by key retail formats actual, 2004–09
Communications equipment sales analysis by key retail formats forecast, 2009–14

FIXED-LINE TELECOMMUNICATIONS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Fixed-line telecommunications equipment sales analysis by key retail formats, overview
Fixed-line telecommunications equipment sales analysis by key retail formats actual, 2004–09
Fixed-line telecommunications equipment sales analysis by key retail formats forecast, 2009–14

MOBILE TELECOMMUNICATIONS EQUIPMENT SALES ANALYSIS BY KEY RETAIL FORMATS

Mobile telecommunications equipment sales analysis by key retail formats, overview
Mobile telecommunications equipment sales analysis by key retail formats actual,
2004–09

Mobile telecommunications equipment sales analysis by key retail formats forecast,
2009–14

APPENDIX

Methodology

Related research

Datamonitor consulting

Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: Vietnam, sales of communications equipment, value (\$m), 2004–14

Figure 2: Vietnam, sales of communications equipment, value (\$m), 2004–09

Figure 3: Vietnam, forecast sales of communications equipment, value (\$m), 2009–14

Figure 5: Vietnam, sales of communications equipment, value break down by category (%), 2009

Figure 4: Vietnam, sales of communications equipment, value break down by category (\$m), 2004–09

Figure 7: Vietnam, sales of communications equipment, value break down by category (%), 2014

Figure 6: Vietnam, forecast sales of communications equipment, value break down by category (\$m), 2009–14

Figure 8: Vietnam, communications equipment, revenue split by key retail formats (%), 2009

Figure 9: Vietnam, fixed-line telecommunications equipment, revenue split by key retail formats (%), 2009

Figure 10: Vietnam, mobile telecommunications equipment, revenue split by key retail formats (%), 2009

List Of Tables

LIST OF TABLES

Table 1: Communications equipment retail market definition

Table 2: Vietnam, sales of communications equipment, value (\$m), 2004–14

Table 3: Vietnam sales of communications equipment, value (\$m and VNDm), 2004–09

Table 4: Vietnam, forecast sales of communications equipment, value (\$m and VNDm), 2009–14

Table 5: Vietnam, sales of communications equipment, value break down by category (\$m), 2004–09

Table 6: Vietnam, forecast sales of communications equipment, value break down by category (\$m), 2009–14

Table 7: (Part 1) Retail format definitions

Table 8: (Part 2) Retail format definitions

Table 9: (Part 3) Retail format definitions

Table 10: Vietnam communications equipment, revenues split by key retail formats (\$m), 2004–09

Table 11: Vietnam, communications equipment forecast, revenues split by key retail formats (\$m), 2009–14

Table 12: Vietnam, fixed-line telecommunications equipment, revenues split by key retail formats (\$m), 2004–09

Table 13: Vietnam, fixed-line telecommunications equipment forecast, revenues split by key retail formats (\$m), 2009–14

Table 14: Vietnam, mobile telecommunications equipment, revenues split by key retail formats (\$m), 2004–09

Table 15: Vietnam, mobile telecommunications equipment forecast, revenues split by key retail formats (\$m), 2009–14

I would like to order

Product name: Communications Equipment Sales via Key Retail Formats in Vietnam to 2014

Product link: <https://marketpublishers.com/r/CA007933C6CEN.html>

Price: US\$ 495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CA007933C6CEN.html>