

Global Grey Goods Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Grey goods, also known as parallel imports or parallel goods, refer to genuine branded products imported into a market through unofficial channels without the authorization of the intellectual property owner. These goods are typically sold at a lower price than those officially distributed in the market. Grey goods are a significant phenomenon in various industries, including electronics, fashion, and pharmaceuticals, posing both challenges and opportunities for businesses and consumers.

The current market size of grey goods globally is estimated at approximately USD 40 million in 2023. This market segment is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.75% from 2024 to 2032. The key growth drivers for the grey goods market include price differentials between markets, consumer demand for authentic products at lower prices, and the presence of international trade agreements that facilitate parallel imports.

One of the prominent trends in the grey goods market is the increasing popularity of online platforms and e-commerce channels for the sale of parallel imports. Consumers are leveraging online marketplaces to access a wider range of grey goods at competitive prices. This trend is driven by the ease of cross-border transactions and the availability of price comparison tools, enabling consumers to make informed purchasing decisions.

Another trend shaping the grey goods market is the growing awareness among consumers about product authenticity and the risks associated with counterfeit goods. As consumers become more educated about the differences between genuine and

counterfeit products, they are actively seeking legitimate grey goods as a cost-effective alternative to full-priced items.

Furthermore, the rise of sustainability and ethical consumption practices is influencing consumer preferences towards grey goods. Parallel imports are perceived as a more sustainable option compared to purchasing directly from manufacturers, as they reduce waste and contribute to the circular economy by extending the lifecycle of products.

In terms of regional market distribution, leading markets for grey goods include regions with significant price differentials for branded products, such as Asia-Pacific and Eastern Europe. The dominance of these regions is driven by factors such as varying pricing strategies by manufacturers, regulatory frameworks that allow parallel imports, and consumer demand for affordable luxury goods.

However, the grey goods market also faces challenges, including concerns related to product warranties, after-sales services, and intellectual property rights protection. Manufacturers often restrict warranties on grey goods, leading to consumer apprehensions about product reliability and support. Additionally, the proliferation of counterfeit goods within the grey market poses risks to brand reputation and consumer trust.

In conclusion, the grey goods market presents a complex landscape influenced by price differentials, consumer behavior, and regulatory frameworks. Businesses operating in this market need to navigate the challenges posed by intellectual property rights issues while capitalizing on the opportunities presented by changing consumer preferences and online retail trends. By understanding the dynamics of regional markets and staying abreast of evolving consumer trends, companies can strategically position themselves to leverage the growth potential of the grey goods sector.

This report provides a deep insight into the global Grey Goods market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Grey Goods Market, this report introduces in detail the market share, market

performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Grey Goods market in any manner.

Global Grey Goods Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

HPE

Dell

Lenovo

ASUS

Apple

Acer

Sony

Fujitsu

Huawei

Microsoft

Samsung

Canon

Epson

Market Segmentation (by Type)

Laptops

Home Printers

Other

Market Segmentation (by Application)

Offline Sales

Online Sales

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Grey Goods Market

Overview of the regional outlook of the Grey Goods Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Grey Goods Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan,

merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Grey Goods

1.2 Key Market Segments

1.2.1 Grey Goods Segment by Type

1.2.2 Grey Goods Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 GREY GOODS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Grey Goods Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Grey Goods Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 GREY GOODS MARKET COMPETITIVE LANDSCAPE

3.1 Global Grey Goods Sales by Manufacturers (2019-2024)

3.2 Global Grey Goods Revenue Market Share by Manufacturers (2019-2024)

3.3 Grey Goods Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Grey Goods Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Grey Goods Sales Sites, Area Served, Product Type

3.6 Grey Goods Market Competitive Situation and Trends

3.6.1 Grey Goods Market Concentration Rate

3.6.2 Global 5 and 10 Largest Grey Goods Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 GREY GOODS INDUSTRY CHAIN ANALYSIS

4.1 Grey Goods Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF GREY GOODS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 GREY GOODS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Grey Goods Sales Market Share by Type (2019-2024)

6.3 Global Grey Goods Market Size Market Share by Type (2019-2024)

6.4 Global Grey Goods Price by Type (2019-2024)

7 GREY GOODS MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Grey Goods Market Sales by Application (2019-2024)

7.3 Global Grey Goods Market Size (M USD) by Application (2019-2024)

7.4 Global Grey Goods Sales Growth Rate by Application (2019-2024)

8 GREY GOODS MARKET SALES BY REGION

8.1 Global Grey Goods Sales by Region

8.1.1 Global Grey Goods Sales by Region

8.1.2 Global Grey Goods Sales Market Share by Region

8.2 Global Grey Goods Market Size by Region

8.2.1 Global Grey Goods Market Size by Region

8.2.2 Global Grey Goods Market Size Market Share by Region

8.3 North America

- 8.3.1 North America Grey Goods Sales by Country
- 8.3.2 North America Grey Goods Market Size by Country
- 8.3.3 U.S. Market Overview
- 8.3.4 Canada Market Overview
- 8.3.5 Mexico Market Overview

8.4 Europe

- 8.4.1 Europe Grey Goods Sales by Country
- 8.4.2 Europe Grey Goods Market Size by Country
- 8.4.3 Germany Market Overview
- 8.4.4 France Market Overview
- 8.4.5 U.K. Market Overview
- 8.4.6 Italy Market Overview
- 8.4.7 Russia Market Overview

8.5 Asia Pacific

- 8.5.1 Asia Pacific Grey Goods Sales by Region
- 8.5.2 China
- 8.5.3 Japan
- 8.5.4 South Korea
- 8.5.5 India
- 8.5.6 Southeast Asia

8.6 Asia Pacific

- 8.6.1 Asia Pacific Grey Goods Market Size by Region
- 8.6.2 Asia Pacific Grey Goods Market Size by Region
- 8.6.3 China
- 8.6.4 Japan
- 8.6.5 South Korea
- 8.6.6 India
- 8.6.7 Southeast Asia

8.7 South America

- 8.7.1 South America Grey Goods Sales by Country
- 8.7.2 South America Grey Goods Market Size by Country
- 8.7.3 Brazil
- 8.7.4 Argentina
- 8.7.5 Columbia

8.8 Middle East and Africa

- 8.8.1 Middle East and Africa Grey Goods Sales by Region
- 8.8.2 Middle East and Africa Grey Goods Market Size by Region
- 8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 GREY GOODS MARKET PRODUCTION BY REGION

- 9.1 Global Production of Grey Goods by Region (2019-2024)
- 9.2 Global Grey Goods Revenue Market Share by Region (2019-2024)
- 9.3 Global Grey Goods Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Grey Goods Production
 - 9.4.1 North America Grey Goods Production Growth Rate (2019-2024)
 - 9.4.2 North America Grey Goods Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Grey Goods Production
 - 9.5.1 Europe Grey Goods Production Growth Rate (2019-2024)
 - 9.5.2 Europe Grey Goods Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Grey Goods Production (2019-2024)
 - 9.6.1 Japan Grey Goods Production Growth Rate (2019-2024)
 - 9.6.2 Japan Grey Goods Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Grey Goods Production (2019-2024)
 - 9.7.1 China Grey Goods Production Growth Rate (2019-2024)
 - 9.7.2 China Grey Goods Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 HPE
 - 10.1.1 HPE Grey Goods Basic Information
 - 10.1.2 HPE Grey Goods Product Overview
 - 10.1.3 HPE Grey Goods Product Market Performance
 - 10.1.4 HPE Business Overview
 - 10.1.5 HPE Grey Goods SWOT Analysis
 - 10.1.6 HPE Recent Developments
- 10.2 Dell
 - 10.2.1 Dell Grey Goods Basic Information
 - 10.2.2 Dell Grey Goods Product Overview
 - 10.2.3 Dell Grey Goods Product Market Performance
 - 10.2.4 Dell Business Overview
 - 10.2.5 Dell Grey Goods SWOT Analysis

10.2.6 Dell Recent Developments

10.3 Lenovo

10.3.1 Lenovo Grey Goods Basic Information

10.3.2 Lenovo Grey Goods Product Overview

10.3.3 Lenovo Grey Goods Product Market Performance

10.3.4 Lenovo Grey Goods SWOT Analysis

10.3.5 Lenovo Business Overview

10.3.6 Lenovo Recent Developments

10.4 ASUS

10.4.1 ASUS Grey Goods Basic Information

10.4.2 ASUS Grey Goods Product Overview

10.4.3 ASUS Grey Goods Product Market Performance

10.4.4 ASUS Business Overview

10.4.5 ASUS Recent Developments

10.5 Apple

10.5.1 Apple Grey Goods Basic Information

10.5.2 Apple Grey Goods Product Overview

10.5.3 Apple Grey Goods Product Market Performance

10.5.4 Apple Business Overview

10.5.5 Apple Recent Developments

10.6 Acer

10.6.1 Acer Grey Goods Basic Information

10.6.2 Acer Grey Goods Product Overview

10.6.3 Acer Grey Goods Product Market Performance

10.6.4 Acer Business Overview

10.6.5 Acer Recent Developments

10.7 Sony

10.7.1 Sony Grey Goods Basic Information

10.7.2 Sony Grey Goods Product Overview

10.7.3 Sony Grey Goods Product Market Performance

10.7.4 Sony Business Overview

10.7.5 Sony Recent Developments

10.8 Fujitsu

10.8.1 Fujitsu Grey Goods Basic Information

10.8.2 Fujitsu Grey Goods Product Overview

10.8.3 Fujitsu Grey Goods Product Market Performance

10.8.4 Fujitsu Business Overview

10.8.5 Fujitsu Recent Developments

10.9 Huawei

- 10.9.1 Huawei Grey Goods Basic Information
- 10.9.2 Huawei Grey Goods Product Overview
- 10.9.3 Huawei Grey Goods Product Market Performance
- 10.9.4 Huawei Business Overview
- 10.9.5 Huawei Recent Developments
- 10.10 Microsoft
 - 10.10.1 Microsoft Grey Goods Basic Information
 - 10.10.2 Microsoft Grey Goods Product Overview
 - 10.10.3 Microsoft Grey Goods Product Market Performance
 - 10.10.4 Microsoft Business Overview
 - 10.10.5 Microsoft Recent Developments
- 10.11 Samsung
 - 10.11.1 Samsung Grey Goods Basic Information
 - 10.11.2 Samsung Grey Goods Product Overview
 - 10.11.3 Samsung Grey Goods Product Market Performance
 - 10.11.4 Samsung Business Overview
 - 10.11.5 Samsung Recent Developments
- 10.12 Canon
 - 10.12.1 Canon Grey Goods Basic Information
 - 10.12.2 Canon Grey Goods Product Overview
 - 10.12.3 Canon Grey Goods Product Market Performance
 - 10.12.4 Canon Business Overview
 - 10.12.5 Canon Recent Developments
- 10.13 Epson
 - 10.13.1 Epson Grey Goods Basic Information
 - 10.13.2 Epson Grey Goods Product Overview
 - 10.13.3 Epson Grey Goods Product Market Performance
 - 10.13.4 Epson Business Overview
 - 10.13.5 Epson Recent Developments

11 GREY GOODS MARKET FORECAST BY REGION

- 11.1 Global Grey Goods Market Size Forecast
- 11.2 Global Grey Goods Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Grey Goods Market Size Forecast by Country
 - 11.2.3 Asia Pacific Grey Goods Market Size Forecast by Region
 - 11.2.4 South America Grey Goods Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Grey Goods by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

12.1 Global Grey Goods Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Grey Goods by Type (2025-2032)

12.1.2 Global Grey Goods Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Grey Goods by Type (2025-2032)

12.2 Global Grey Goods Market Forecast by Application (2025-2032)

12.2.1 Global Grey Goods Sales (K Units) Forecast by Application

12.2.2 Global Grey Goods Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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