

Asustek Computer Inc in Consumer Electronics (Global)

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Abstracts

This profile outlines the challenges faced by computer manufacturers such as AsusTek Computer Inc (Asus), as desktops and laptops reach saturation especially in developed markets in the forecast period. The popularity of smartphones and tablets offers alternatives to consumers rather than buying a computer for internet browsing. Companies such as Asus are worse hit by shifts in consumer behaviour as its sales derive primarily from the consumer market (B2C).

Euromonitor International's Asustek Computer Inc in Consumer Electronics (Global) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Electronics industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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