

# Battle of AI: How Companies and Consumers Benefit

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## Abstracts

Samsung unveiled its flagship Galaxy S8 range powered by Bixby, its AI smart assistant. Bixby (Samsung) joins an increasingly crowded list of AI powered smart assistants such as Alexa (Amazon), Google Assistant and Siri (Apple). How do companies and consumers benefit from smart assistants?

Euromonitor International's Battle of AI: How Companies and Consumers Benefit global briefing offers insight on emerging geographies, key growth categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, and offers strategic analysis of key factors influencing the market – be it new product developments, economic/lifestyle influences, distribution or pricing issues. From the latest innovations such as Smartphones, Ultrabooks and OLED TVs to existing technologies such as Laptops, Home Audio and Cinema Systems and In-Car Entertainment, Euromonitor International offers a consistent yet incisive snapshot of the Consumer Electronics industry. Forecasts illustrate how the market is set to change and the criteria for success over the next five years.

**Product coverage:** Computers and Peripherals, Digital Cameras by Type, In-Car Entertainment, In-Home Consumer Electronics, LCD TVs by Screen Type, Mobile Phones by Type of Contract, Portable Consumer Electronics, Smartphones by OS, Tablets by OS, TVs by Network Connectivity.

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

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Get a detailed picture of the Consumer Electronics market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Scope of the Report

Report Definitions

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