

# Cuckoo Electronics Co Ltd in Consumer Appliances (South Korea)

<https://marketpublishers.com/r/C3F23608F62EN.html>

Date: October 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: C3F23608F62EN

## Abstracts

Business diversification is a key strategy for Cuckoo Electronics. The company is hugely reliant on its sales of rice cookers, which have limited future growth potential. As an essential small cooking appliance among local consumers, the category is sustained mostly by replacement demand. Therefore, Cuckoo is investing in renting out water purifiers and air purifiers as well as expanding its product portfolio to include hobs and other types of small cooking appliances. The rental service business...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Major Appliances, Small Appliances.

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

## Why buy this report?

Get a detailed picture of the Consumer Appliances 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

Strategic Direction

Key Facts

Summary 1 Cuckoo Electronics Co Ltd: Key Facts

Summary 2 Cuckoo Electronics Co Ltd: Operational Indicators

Production

Summary 3 Cuckoo Electronics Co Ltd: Production Statistics 2013-2015

Summary 4 Cuckoo Electronics Co Ltd: Production Statistics 2016

Competitive Positioning

Summary 5 Cuckoo Electronics Co Ltd: Competitive Position 2016

## I would like to order

Product name: Cuckoo Electronics Co Ltd in Consumer Appliances (South Korea)

Product link: <https://marketpublishers.com/r/C3F23608F62EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C3F23608F62EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970