

Disruptive Global Retailing Trends for Consumer Appliances and Electronics

<https://marketpublishers.com/r/DB2F1D01DDEEN.html>

Date: March 2019

Pages: 49

Price: US\$ 1,325.00 (Single User License)

ID: DB2F1D01DDEEN

Abstracts

Global retailing of appliances and electronics has been undergoing disruptive changes throughout the purchase cycle. Advanced technologies have been increasingly adopted, such as AI chatbot for view phase, digital wallets for transaction as well as robots for logistics delivery. A growing number of retailers and manufacturers are also starting to embrace cloud and big data analytics to cope with those disruptors, for consumer research and competitor intelligence.

Euromonitor International's Disruptive Global Retailing Trends for Consumer Appliances and Electronics global briefing offers a comprehensive guide to the retail sales data, allowing you to identify the sectors driving growth. The report also identifies the leading companies/brands and offers strategic analysis of key factors influencing the competitive landscape - be it new product developments, technological innovations, economic/lifestyle influences, distribution or pricing issues. Additionally, trade statistics and producer's shares will answer questions on where appliances are produced and where they are being exported to, how quickly these units are moving, which companies are producing how much, and whether all categories are behaving in the same way. Collectively, this gives a complete view in both marketing and production planning strategies. Forecasts illustrate how the market is set to change.

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

Introduction
Referral and Awareness
Research
View and Talk
Transaction
Delivery
Cloud and Big Data Analytics
Key Takeaways
Appendix

I would like to order

Product name: Disruptive Global Retailing Trends for Consumer Appliances and Electronics

Product link: <https://marketpublishers.com/r/DB2F1D01DDEEN.html>

Price: US\$ 1,325.00 (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/DB2F1D01DDEEN.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