

# Guangdong Oppo Mobile Telecommunications Co Ltd in Consumer Electronics (World)

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## Abstracts

Oppo was a latecomer to the competitive smartphone category, but quickly became one of the most successful manufacturers in the world. The company offers mid-priced devices targeting young consumers in emerging countries, and understands the needs of this consumer segment. Its sponsorship of sports and e-sports is raising awareness of the brand in new markets, such as Western Europe and the Middle East, which will be the key markets for Oppo as it expands beyond the crowded Chinese market.

Euromonitor International's Guangdong Oppo Mobile Telecommunications Co Ltd in Consumer Electronics (World) 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.

**Product coverage:** Computers and Peripherals, Digital Cameras by Type, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics, Tablets by OS.

**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 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.

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