

# How Apple and Other Companies are Managing Inflation

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## Abstracts

Faced with high inflation, caused in large part by rising energy costs, manufacturers are trying to find ways to avoid increasing prices, as consumers are becoming increasingly cautious regarding their spending. This reports looks at how manufacturers are responding to inflationary pressures.

Euromonitor International's How Apple and Other Companies are Managing Inflation 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.

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

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Pinpoint growth sectors and identify factors driving change;

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