

# How New Companies Can be Successful in Tablets and Smartphones

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Date: March 2015

Pages: 38

Price: US\$ 1,200.00 (Single User License)

ID: HE9633BB2ABEN

## Abstracts

Smartphones and tablets are the key volume drivers of sales of electronic devices, but the market in the forecast period will be driven by low cost smartphones which Apple does not compete in. The report looks at how some smaller manufacturers are able to carve out a niche and even compete with established companies like Apple and Samsung.

Euromonitor International's How New Companies Can be Successful in Tablets and Smartphones 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, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

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

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## Contents

Introduction

Market Overview

Ways to Differentiate

Case Studies

A Successful Marketing Campaign

Report Definitions

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