

HP Inc in Consumer Electronics (World)

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Abstracts

Coronavirus has exposed the strengths and weaknesses of HP's current position in computers and peripherals. While stay-at-home orders have caused a surge in demand for laptop computers, the printer market's troubles have been exacerbated, which, given HP's status in the market, has offset those gains. Coronavirus (COVID-19) has also boosted popularity and engagement in e-sports, a segment in which HP has invested heavily in recent years.

Euromonitor International's HP Inc 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.

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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.

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