

Lenovo Group Ltd in Consumer Electronics (World)

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Abstracts

This profile of Lenovo Group Ltd examines the company's operations in consumer products with supplemental analysis of enterprise product markets to paint a complete picture of operations. The focus of the report is on the prospects of Lenovo Group Ltd as it looks to diversify away from laptops, desktops, tablets and grow its presence globally in smartphones and wearable electronics upon the acquisition of Motorola Mobility from Google Inc.

Euromonitor International's Lenovo Group 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.

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