

Middle East and Africa: Growing Opportunities for Consumer Appliances in a Diverse Market

<https://marketpublishers.com/r/MC67341DBA7EN.html>

Date: April 2015

Pages: 60

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

ID: MC67341DBA7EN

Abstracts

Despite being the second most populated region after Asia Pacific, MEA accounts for a very marginal share in consumer appliances, both in volume and value. However, the region anticipates the second most dynamic growth in consumer appliances over 2014-2019, making it a strong hot spot for the industry. With very low possession rates and growing disposable incomes, opportunities co-exist for both the lower end and the premium segment to find growth.

Euromonitor International's Middle East and Africa: Growing Opportunities for Consumer Appliances in a Diverse Market global briefing offers a comprehensive guide to the retail sales data, allowing you to identify the sectors driving growth. The report also identifies the leading companies/brands and offers strategic analysis of key factors influencing the competitive landscape - be it new product developments, technological innovations, economic/lifestyle influences, distribution or pricing issues. Additionally, trade statistics and producer's shares will answer questions on where appliances are produced and where they are being exported to, how quickly these units are moving, which companies are producing how much, and whether all categories are behaving in the same way. Collectively, this gives a complete view in both marketing and production planning strategies. Forecasts illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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 Appliances 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.

Contents

Introduction

Understanding the Middle East and African Consumer

Regional Overview

Competitive Environment

Case Studies

Regional Prospects

I would like to order

Product name: Middle East and Africa: Growing Opportunities for Consumer Appliances in a Diverse Market

Product link: <https://marketpublishers.com/r/MC67341DBA7EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MC67341DBA7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

