

Panasonic Corp in Consumer Electronics (World)

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Abstracts

Japanese companies are facing threats from Samsung and LG, a crippled domestic economy and natural disasters affecting sales and operations. This report focuses on Panasonic Corp and its struggle to reverse declining profits for the company's global operations in consumer electronics with particular focus on plasma TVs, OLED TVs, cameras and camcorders.

Euromonitor International's Panasonic Corp 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, 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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