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Portable Consumer Electronics in Western Europe

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Abstracts

As one of the largest markets, Western Europe seems to be the most mature market at the moment. While single subcategories such as Wearables and Portable Speakers are thriving, more established categories such as smartphones struggle in Germany and Northern European markets. Overall, new categories have not been able to absorb declining volumes in more established categories. However, the companies at the top remained unchanged to previous years and are poised to keep their ranks in future.

Euromonitor International's Portable Consumer Electronics in Western Europe 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, 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.

Why buy this report?

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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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