

Selling Tech to Millennials

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Abstracts

Millennials are the key consumer group for tech products, which they consider a necessity rather than a luxury. Growing social media influence has reshaped consumer awareness when buying technology. Companies are targeting millennials by introducing connected smart products with an engaging shopping experience and social responsibility drive. We explore the opportunities and gaps manufacturers and retailers can tap into to win the hearts and wallets of the most connected generation in history.

Euromonitor International's Selling Tech to Millennials 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.

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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