

# Sharp Corp in Consumer Electronics (World)

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## Abstracts

Much like many of its Japanese competitors Sharp Corp has been struggling to compete with South Korean, Taiwanese and Chinese rivals since the early 2000s. This profile looks at the company's position within consumer electronics, with supplemental analysis of its component manufacturing business as it attempts a major turnaround faced with financial difficulties and a volatile operating environment.

Euromonitor International's Sharp 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.

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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