

Socio-Economic Trends Drive Consumer Electronics Spending in Asia Pacific

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Abstracts

This report examines major socio-economic trends like urbanisation and wealth migration, and spending preferences with regards to consumer electronics in households in emerging markets in Asia Pacific. There is a shift in spending priorities away from products for communal content consumption, like televisions, to products like smartphones, designed for individual use

Euromonitor International's Socio-Economic Trends Drive Consumer Electronics Spending in Asia Pacific 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, 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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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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