

TCL Corp in Consumer Electronics (World)

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Abstracts

TCL Corp acquired Alcatel's mobile phone business and Thomson's TVs business in 2004 and together with its own strengths in TVs built in China, TCL gained wide presence in mobile phones and TVs across Latin America, Asia Pacific, Europe and Australasia. With its ambition to become a smart home player, TCL launched its "AI x IoT" strategy, which is backed by its panel producer CSOT and partner JOLED, with strengths in consumer appliances and technological advantages in AI and IoT.

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Euromonitor International's TCL 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, 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.

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