

# Toshiba Corp in Consumer Appliances (World)

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Date: February 2015

Pages: 32

Price: US\$ 572.00 (Single User License)

ID: T2D55AD9F88EN

## Abstracts

Toshiba Corp is a long-established Japanese consumer appliances company, ranked 12th in major appliances in Asia Pacific. Toshiba lacks geographic diversity in terms of its markets, relying primarily on sales volumes in Asia Pacific and Middle East and Africa. More than half of its consumer appliances sales are generated by its domestic market, Japan. It is therefore recommended that Toshiba should try expanding further in developed markets by focusing on innovative and energy-efficient products...

Euromonitor International's Toshiba Corp in Consumer Appliances (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Appliances 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:** Major Appliances, Small Appliances.

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

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Use five-year forecasts to assess how the market is predicted to develop.

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