

Xiaomi Corp in Consumer Electronics

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Abstracts

Xiaomi is one of the top smartphone manufacturers. Expanding in several directions. Xiaomi rolls out more brand shops to gain exposure across Asia Pacific, Europe, Latin America and the Middle East and Africa. Leveraging its popular ecosystem, the company has launched connected hardware including major appliances. Xiaomi has also ventured into retail with Youpin, an online platform covering a wide range of products at competitive prices.

Euromonitor International's Xiaomi Corp in Consumer Electronics 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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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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