

Top Five Global Cable Companies: Performance, Strategies and Competitive Analysis, May 2013

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Abstracts

The global cable industry is forecasted to witness a strong growth during the forecast period, to reach an estimated \$117.71 billion by 2017. The industry is fragmented with the top three and top five players. The key strategy followed by the major players is innovation and new technological development. The main focus is to deliver unique solution and value to the customer through better efficiency in the operation of work.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the cable industry and presents its findings in "Top Five Global Cable Companies: Performance, Strategies and Competitive Analysis". This report briefly discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies and SWOT analysis.

The report describes that the some of the Companies are subjected to legal proceeding from time to time which may affect their images in the industry and also may hamper their operations as the competitive rivalry in the industry is quite intense. The financial crisis caused by the European sovereign debt has slowed down the pace of the industry growth rate.

Lucintel analyses the major drivers of the industry. Continuous expansion program provides the Companies with opportunities to increase their share of products, technologies and services. There is a rising demand from the emerging economies such as Russia, Brazil, India, the Gulf States, APAC region and Africa.

The report gives an overview of the top five global cable companies:

Nexans SA Inc.

NKT Holdings A/S

Prysmian SPA

Sumitomo Electric Industries, Ltd.

Walsin Lihwa Corporation

Industry has high profitability as it recovered from recessionary period and now is in growing phase with rising population and consumer spending power.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global cable companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

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