

Consumer Electronics BRIC (Brazil, Russia, India, China) Industry Guide 2014-2023

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Abstracts

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SUMMARY

The BRIC Consumer Electronics industry profile provides top-line qualitative and quantitative summary information including: market size (value 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Essential resource for top-line data and analysis covering the BRIC consumer electronics market. Includes market size and segmentation data, textual and graphical analysis of market growth trends and leading companies.

KEY HIGHLIGHTS

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the consumer electronics industry and had a total market value of \$3,99,805.9 million in 2018. India was the fastest growing country with a CAGR of 16.2% over the 2014-18 period.

Within the consumer electronics industry, China is the leading country among the BRIC nations with market revenues of \$2,74,914.4 million in 2018. This was followed by India, Brazil and Russia with a value of \$70,695.6, \$29,786.4, and \$24,409.4 million, respectively.

China is expected to lead the consumer electronics industry in the BRIC nations

with a value of \$3,78,282.4 million in 2023, followed by India, Brazil, Russia with expected values of \$1,36,249.2, \$38,143.2 and \$29,438.0 million, respectively.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the BRIC consumer electronics market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the BRIC consumer electronics market

Leading company profiles reveal details of key consumer electronics market players' BRIC operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the BRIC consumer electronics market with five year forecasts

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

REASONS TO BUY

What was the size of the BRIC consumer electronics market by value in 2018?

What will be the size of the BRIC consumer electronics market in 2023?

What factors are affecting the strength of competition in the BRIC consumer electronics market?

How has the market performed over the last five years?

What are the main segments that make up the BRIC consumer electronics market?

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COMPANIES MENTIONED

Via Varejo S.A.

Magazine Luiza SA

JD.com Inc

Suning.com Group Co Ltd

GOME Retail Holdings Ltd

Infiniti Retail Ltd
Reliance Industries Limited
M.video
Ulmart

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