

Consumer Electronics in China

<https://marketpublishers.com/r/CCF8ECB3F60EN.html>

Date: March 2020

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: CCF8ECB3F60EN

Abstracts

Consumer Electronics in China

SUMMARY

Consumer Electronics in China 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.

KEY HIGHLIGHTS

The Electrical and Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones.

Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand

mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2018 annual average exchange rates.

The Chinese consumer electronics market had total revenues of \$274.9bn in 2018, representing a compound annual growth rate (CAGR) of 9.4% between 2014 and 2018.

The communications equipment segment was the market's most lucrative in 2018, with total revenues of \$161.7bn, equivalent to 58.8% of the market's overall value.

Online pureplay retail grew faster than any other channel in this market through the historic period, and its slight deceleration in 2018 was the main drag factor on overall revenue growth.

SCOPE

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

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

What are the main segments that make up China's consumer electronics market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

7.1. Who are the leading players?

7.2. How is government regulation affecting competition in this market?

8 COMPANY PROFILES

8.1. JD.com Inc

8.2. Suning.com Group Co Ltd

8.3. GOME Retail Holdings Ltd

9 MACROECONOMIC INDICATORS

9.1. Country data

10 APPENDIX

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: China consumer electronics market value: \$ million, 2014-18

Table 2: China consumer electronics market category segmentation: \$ million, 2018

Table 3: China consumer electronics market geography segmentation: \$ million, 2018

Table 4: China consumer electronics market distribution: % share, by value, 2018

Table 5: China consumer electronics market value forecast: \$ million, 2018-23

Table 6: JD.com Inc: key facts

Table 7: JD.com Inc: Annual Financial Ratios

Table 8: JD.com Inc: Key Employees

Table 9: Suning.com Group Co Ltd: key facts

Table 10: Suning.com Group Co Ltd: Annual Financial Ratios

Table 11: Suning.com Group Co Ltd: Key Employees

Table 12: GOME Retail Holdings Ltd: key facts

Table 13: GOME Retail Holdings Ltd: Annual Financial Ratios

Table 14: GOME Retail Holdings Ltd: Key Employees

Table 15: China size of population (million), 2014-18

Table 16: China gdp (constant 2005 prices, \$ billion), 2014-18

Table 17: China gdp (current prices, \$ billion), 2014-18

Table 18: China inflation, 2014-18

Table 19: China consumer price index (absolute), 2014-18

Table 20: China exchange rate, 2014-18

List Of Figures

LIST OF FIGURES

Figure 1: China consumer electronics market value: \$ million, 2014-18

Figure 2: China consumer electronics market category segmentation: % share, by value, 2018

Figure 3: China consumer electronics market geography segmentation: % share, by value, 2018

Figure 4: China consumer electronics market distribution: % share, by value, 2018

Figure 5: China consumer electronics market value forecast: \$ million, 2018-23

Figure 6: Forces driving competition in the consumer electronics market in China, 2018

Figure 7: Drivers of buyer power in the consumer electronics market in China, 2018

Figure 8: Drivers of supplier power in the consumer electronics market in China, 2018

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics market in China, 2018

Figure 10: Factors influencing the threat of substitutes in the consumer electronics market in China, 2018

Figure 11: Drivers of degree of rivalry in the consumer electronics market in China, 2018

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