+44 20 8123 2220
info@marketpublishers.com

Consumer Electronics in Italy

https://marketpublishers.com/r/C665A5B59E9EN.html
Date: March 2020
Pages: 38
Price: US$ 350.00 (Single User License)
ID: C665A5B59E9EN

Abstracts

Consumer Electronics in Italy

SUMMARY

Consumer Electronics in Italy 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 Italian consumer electronics market had total revenues of $22.2bn in 2018, representing a compound annual growth rate (CAGR) of 1.2% between 2014 and 2018.

The communications equipment segment was the market's most lucrative in 2018, with total revenues of $8.2bn, equivalent to 36.6% of the market's overall value.

Continued growth in phone sales is pushing the market forwards, as well as impressive growth in the online pureplay channel, despite the latter decelerating slightly.

SCOPE

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

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

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 Italy consumer electronics market with five year forecasts

REASONS TO BUY

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

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

+44 20 8123 2220
info@marketpublishers.com

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

How has the market performed over the last five years?

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

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

7 COMPETITIVE LANDSCAPE

7.1. Who are the leading players?
7.2. Which players performed least well in 2018 and why?

8 COMPANY PROFILES

8.1. MediaMarktSaturn Retail Group
8.2. Amazon.com, Inc.
8.3. Euronics International BV

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

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: Italy consumer electronics market value: $ million, 2014-18
Table 2: Italy consumer electronics market category segmentation: $ million, 2018
Table 3: Italy consumer electronics market geography segmentation: $ million, 2018
Table 4: Italy consumer electronics market distribution: % share, by value, 2018
Table 5: Italy consumer electronics market value forecast: $ million, 2018-23
Table 6: MediaMarktSaturn Retail Group: key facts
Table 7: MediaMarktSaturn Retail Group: Key Employees
Table 8: Amazon.com, Inc.: key facts
Table 9: Amazon.com, Inc.: Annual Financial Ratios
Table 10: Amazon.com, Inc.: Key Employees
Table 11: Euronics International BV: key facts
Table 12: Euronics International BV: Key Employees
Table 13: Italy size of population (million), 2014-18
Table 14: Italy gdp (constant 2005 prices, $ billion), 2014-18
Table 15: Italy gdp (current prices, $ billion), 2014-18
Table 16: Italy inflation, 2014-18
Table 17: Italy consumer price index (absolute), 2014-18
Table 18: Italy exchange rate, 2014-18

+44 20 8123 2220
info@marketpublishers.com

List Of Figures

LIST OF FIGURES

Figure 1: Italy consumer electronics market value: $ million, 2014-18
Figure 2: Italy consumer electronics market category segmentation: % share, by value, 2018
Figure 3: Italy consumer electronics market geography segmentation: % share, by value, 2018
Figure 4: Italy consumer electronics market distribution: % share, by value, 2018
Figure 5: Italy consumer electronics market value forecast: $ million, 2018-23
Figure 6: Forces driving competition in the consumer electronics market in Italy, 2018
Figure 7: Drivers of buyer power in the consumer electronics market in Italy, 2018
Figure 8: Drivers of supplier power in the consumer electronics market in Italy, 2018
Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics market in Italy, 2018
Figure 10: Factors influencing the threat of substitutes in the consumer electronics market in Italy, 2018
Figure 11: Drivers of degree of rivalry in the consumer electronics market in Italy, 2018

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Consumer Electronics in Italy

Product link: https://marketpublishers.com/r/C665A5B59E9EN.html

Price: US$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/C665A5B59E9EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970