

# Consumer Electronics Retail Global Industry Guide 2013-2022

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## Abstracts

Consumer Electronics Retail Global Industry Guide 2013-2022

### SUMMARY

Global Consumer Electronics industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY QUESTIONS ANSWERED

What was the size of the global consumer electronics market by value in 2017?

What will be the size of the global consumer electronics market in 2022?

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

How has the market performed over the last five years?

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

### SCOPE

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

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 2017 annual average exchange rates.

The global consumer electronics market had total revenues of \$1,198.9bn in 2017, representing a compound annual growth rate (CAGR) of 4.6% between 2013 and 2017.

The communications equipment segment was the market's most lucrative in 2017, with total revenues of \$424.2bn, equivalent to 35.4% of the market's overall value.

The emergence of many Chinese players in the mobile phones market that can sell their products at cheaper prices than the likes of Apple and Samsung has resulted in buyers needing to spend less money in this market, impacting growth levels, helping the communications equipment segment expand.

## REASONS TO BUY

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

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

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 global consumer electronics market with five year forecasts

## Contents

### EXECUTIVE SUMMARY

Market value

Market value forecast

Category segmentation

Geography segmentation

Introduction

What is this report about?

Who is the target reader?

How to use this report

Definitions

Global Consumer Electronics

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Consumer Electronics in Asia-Pacific

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Consumer Electronics in Europe

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Consumer Electronics in France

Market Overview

Market Data

Market Segmentation

Market outlook

Five forces analysis

Macroeconomic indicators

Consumer Electronics in Germany

Market Overview

Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Consumer Electronics in Italy  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Consumer Electronics in Japan  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Consumer Electronics in Australia  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Consumer Electronics in Canada  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Consumer Electronics in China  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis

Macroeconomic indicators  
Consumer Electronics in The Netherlands  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Consumer Electronics in Spain  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Consumer Electronics in The United Kingdom  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Consumer Electronics in The United States  
Market Overview  
Market Data  
Market Segmentation  
Market outlook  
Five forces analysis  
Macroeconomic indicators  
Company Profiles  
Leading Companies  
Appendix  
Methodology  
About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Global consumer electronics market value: \$ billion, 2013-17

Table 2: Global consumer electronics market category segmentation: \$ billion, 2017

Table 3: Global consumer electronics market geography segmentation: \$ billion, 2017

Table 4: Global consumer electronics market distribution: % share, by value, 2017

Table 5: Global consumer electronics market value forecast: \$ billion, 2017-22

Table 6: Asia-Pacific consumer electronics market value: \$ billion, 2013-17

Table 7: Asia-Pacific consumer electronics market category segmentation: \$ billion, 2017

Table 8: Asia-Pacific consumer electronics market geography segmentation: \$ billion, 2017

Table 9: Asia-Pacific consumer electronics market distribution: % share, by value, 2017

Table 10: Asia-Pacific consumer electronics market value forecast: \$ billion, 2017-22

Table 11: Europe consumer electronics market value: \$ billion, 2013-17

Table 12: Europe consumer electronics market category segmentation: \$ billion, 2017

Table 13: Europe consumer electronics market geography segmentation: \$ billion, 2017

Table 14: Europe consumer electronics market distribution: % share, by value, 2017

Table 15: Europe consumer electronics market value forecast: \$ billion, 2017-22

Table 16: France consumer electronics market value: \$ million, 2013-17

Table 17: France consumer electronics market category segmentation: \$ million, 2017

Table 18: France consumer electronics market geography segmentation: \$ million, 2017

Table 19: France consumer electronics market distribution: % share, by value, 2017

Table 20: France consumer electronics market value forecast: \$ million, 2017-22

Table 21: France size of population (million), 2013-17

Table 22: France gdp (constant 2005 prices, \$ billion), 2013-17

Table 23: France gdp (current prices, \$ billion), 2013-17

Table 24: France inflation, 2013-17

Table 25: France consumer price index (absolute), 2013-17

Table 26: France exchange rate, 2013-17

Table 27: Germany consumer electronics market value: \$ billion, 2013-17

Table 28: Germany consumer electronics market category segmentation: \$ billion, 2017

Table 29: Germany consumer electronics market geography segmentation: \$ billion, 2017

Table 30: Germany consumer electronics market distribution: % share, by value, 2017

Table 31: Germany consumer electronics market value forecast: \$ billion, 2017-22

Table 32: Germany size of population (million), 2013-17

- Table 33: Germany gdp (constant 2005 prices, \$ billion), 2013-17
- Table 34: Germany gdp (current prices, \$ billion), 2013-17
- Table 35: Germany inflation, 2013-17
- Table 36: Germany consumer price index (absolute), 2013-17
- Table 37: Germany exchange rate, 2013-17
- Table 38: Italy consumer electronics market value: \$ million, 2013-17
- Table 39: Italy consumer electronics market category segmentation: \$ million, 2017
- Table 40: Italy consumer electronics market geography segmentation: \$ million, 2017
- Table 41: Italy consumer electronics market distribution: % share, by value, 2017
- Table 42: Italy consumer electronics market value forecast: \$ million, 2017-22
- Table 43: Italy size of population (million), 2013-17
- Table 44: Italy gdp (constant 2005 prices, \$ billion), 2013-17
- Table 45: Italy gdp (current prices, \$ billion), 2013-17
- Table 46: Italy inflation, 2013-17
- Table 47: Italy consumer price index (absolute), 2013-17
- Table 48: Italy exchange rate, 2013-17
- Table 49: Japan consumer electronics market value: \$ billion, 2013-17
- Table 50: Japan consumer electronics market category segmentation: \$ billion, 2017
- Table 51: Japan consumer electronics market geography segmentation: \$ billion, 2017
- Table 52: Japan consumer electronics market distribution: % share, by value, 2017
- Table 53: Japan consumer electronics market value forecast: \$ billion, 2017-22
- Table 54: Japan size of population (million), 2013-17
- Table 55: Japan gdp (constant 2005 prices, \$ billion), 2013-17
- Table 56: Japan gdp (current prices, \$ billion), 2013-17
- Table 57: Japan inflation, 2013-17
- Table 58: Japan consumer price index (absolute), 2013-17
- Table 59: Japan exchange rate, 2013-17
- Table 60: Australia consumer electronics market value: \$ million, 2013-17



## List Of Figures

### LIST OF FIGURES

Figure 1: Global consumer electronics market value: \$ billion, 2013-17

Figure 2: Global consumer electronics market category segmentation: % share, by value, 2017

Figure 3: Global consumer electronics market geography segmentation: % share, by value, 2017

Figure 4: Global consumer electronics market distribution: % share, by value, 2017

Figure 5: Global consumer electronics market value forecast: \$ billion, 2017-22

Figure 6: Forces driving competition in the global consumer electronics market, 2017

Figure 7: Drivers of buyer power in the global consumer electronics market, 2017

Figure 8: Drivers of supplier power in the global consumer electronics market, 2017

Figure 9: Factors influencing the likelihood of new entrants in the global consumer electronics market, 2017

Figure 10: Factors influencing the threat of substitutes in the global consumer electronics market, 2017

Figure 11: Drivers of degree of rivalry in the global consumer electronics market, 2017

Figure 12: Asia-Pacific consumer electronics market value: \$ billion, 2013-17

Figure 13: Asia-Pacific consumer electronics market category segmentation: % share, by value, 2017

Figure 14: Asia-Pacific consumer electronics market geography segmentation: % share, by value, 2017

Figure 15: Asia-Pacific consumer electronics market distribution: % share, by value, 2017

Figure 16: Asia-Pacific consumer electronics market value forecast: \$ billion, 2017-22

Figure 17: Forces driving competition in the consumer electronics market in Asia-Pacific, 2017

Figure 18: Drivers of buyer power in the consumer electronics market in Asia-Pacific, 2017

Figure 19: Drivers of supplier power in the consumer electronics market in Asia-Pacific, 2017

Figure 20: Factors influencing the likelihood of new entrants in the consumer electronics market in Asia-Pacific, 2017

Figure 21: Factors influencing the threat of substitutes in the consumer electronics market in Asia-Pacific, 2017

Figure 22: Drivers of degree of rivalry in the consumer electronics market in Asia-Pacific, 2017

Figure 23: Europe consumer electronics market value: \$ billion, 2013-17

Figure 24: Europe consumer electronics market category segmentation: % share, by value, 2017

Figure 25: Europe consumer electronics market geography segmentation: % share, by value, 2017

Figure 26: Europe consumer electronics market distribution: % share, by value, 2017

Figure 27: Europe consumer electronics market value forecast: \$ billion, 2017-22

Figure 28: Forces driving competition in the consumer electronics market in Europe, 2017

Figure 29: Drivers of buyer power in the consumer electronics market in Europe, 2017

Figure 30: Drivers of supplier power in the consumer electronics market in Europe, 2017

Figure 31: Factors influencing the likelihood of new entrants in the consumer electronics market in Europe, 2017

Figure 32: Factors influencing the threat of substitutes in the consumer electronics market in Europe, 2017

Figure 33: Drivers of degree of rivalry in the consumer electronics market in Europe, 2017

Figure 34: France consumer electronics market value: \$ million, 2013-17

Figure 35: France consumer electronics market category segmentation: % share, by value, 2017

Figure 36: France consumer electronics market geography segmentation: % share, by value, 2017

Figure 37: France consumer electronics market distribution: % share, by value, 2017

Figure 38: France consumer electronics market value forecast: \$ million, 2017-22

Figure 39: Forces driving competition in the consumer electronics market in France, 2017

Figure 40: Drivers of buyer power in the consumer electronics market in France, 2017

Figure 41: Drivers of supplier power in the consumer electronics market in France, 2017

Figure 42: Factors influencing the likelihood of new entrants in the consumer electronics market in France, 2017

Figure 43: Factors influencing the threat of substitutes in the consumer electronics market in France, 2017

Figure 44: Drivers of degree of rivalry in the consumer electronics market in France, 2017

Figure 45: Germany consumer electronics market value: \$ billion, 2013-17

Figure 46: Germany consumer electronics market category segmentation: % share, by value, 2017

Figure 47: Germany consumer electronics market geography segmentation: % share, by value, 2017

- Figure 48: Germany consumer electronics market distribution: % share, by value, 2017
- Figure 49: Germany consumer electronics market value forecast: \$ billion, 2017-22
- Figure 50: Forces driving competition in the consumer electronics market in Germany, 2017
- Figure 51: Drivers of buyer power in the consumer electronics market in Germany, 2017
- Figure 52: Drivers of supplier power in the consumer electronics market in Germany, 2017
- Figure 53: Factors influencing the likelihood of new entrants in the consumer electronics market in Germany, 2017
- Figure 54: Factors influencing the threat of substitutes in the consumer electronics market in Germany, 2017
- Figure 55: Drivers of degree of rivalry in the consumer electronics market in Germany, 2017
- Figure 56: Italy consumer electronics market value: \$ million, 2013-17
- Figure 57: Italy consumer electronics market category segmentation: % share, by value, 2017
- Figure 58: Italy consumer electronics market geography segmentation: % share, by value, 2017
- Figure 59: Italy consumer electronics market distribution: % share, by value, 2017
- Figure 60: Italy consumer electronics market value forecast: \$ million, 2017-22

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