

Consumer Electronics in Spain



Phone: +44 20 8123 2220
Fax: +44 207 900 3970
office@marketpublishers.com
<https://marketpublishers.com>

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INTRODUCTION

Consumer Electronics in Spain industry profile provides top-line qualitative and quantitative summary information including: market size (value 2010-14, and forecast to 2019). 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 Spain consumer electronics market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

HIGHLIGHTS

- The consumer electronics market consists of the total revenues generated through the sale of audio visual equipment and photographic equipment designed primarily for domestic use. The audio visual equipment segment includes CD Players, DVD and Blu-ray Players / Recorders, hi-fi systems, home theatre, in-car entertainment systems, portable digital audio, radios, televisions and video recorders. The photographic equipment market values the total sales of camcorders, cameras and photographic equipment & optical instruments. Camcorders include all camcorders across all price ranges. Cameras include all cameras across all price ranges. Photographic equipment and optical instruments includes all camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2014 annual average exchange rates.
- The Spanish consumer electronics market had total revenues of \$3.3bn in 2014, representing a compound annual rate of change (CARC) of -16.1% between 2010 and 2014.
- The audio & visual equipment segment was the most lucrative for the Spanish consumer electronics market in 2014, with total revenues of \$2.6bn, equivalent to 78.2% of the market's overall value.
- The performance of the market is forecast to decline at a slower pace, with an anticipated CARC of -2.8% for the five-year period 2014 - 2019, which is expected to drive the market to a value of \$2.8bn by the end of 2019.

FEATURES

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics market in Spain
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics market in Spain
- 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 Spain consumer electronics market with five year forecasts
- Macroeconomic indicators provide insight into general trends within the Spain economy

KEY QUESTIONS ANSWERED

- What was the size of the Spain consumer electronics market by value in 2014?

- What will be the size of the Spain consumer electronics market in 2019?
- What factors are affecting the strength of competition in the Spain consumer electronics market?
- How has the market performed over the last five years?

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

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