

# Electrical & Electronics Retail in Peru

<https://marketpublishers.com/r/E3987871CB0EN.html>

Date: February 2018

Pages: 34

Price: US\$ 350.00 (Single User License)

ID: E3987871CB0EN

## Abstracts

Electrical & Electronics Retail in Peru

### SUMMARY

Electrical & Electronics Retail in Peru 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.

### SYNOPSIS

Essential resource for top-line data and analysis covering the Peru electrical & electronics retail market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### 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 2016 annual average exchange rates.

The Peruvian electrical and electronics retail market is expected to generate total revenue of \$5.9bn in 2017, representing a compound annual growth rate (CAGR) of 8% between 2013 and 2017.

The consumer electronics segment is expected to be the market's most lucrative in 2017, with total revenue of \$1.7bn, equivalent to 29.1% of the market's overall value.

Photographic equipment is becoming obsolete to the casual consumer, with smartphones and tablets providing similar functionality but with much greater utility, explaining the segment's collapse in recent years. The smartphone's popularity has also contributed to the strength of the communications equipment segment.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the electrical & electronics retail market in Peru

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the electrical & electronics retail market in Peru

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

Add weight to presentations and pitches by understanding the future growth prospects of the Peru electrical & electronics retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the Peru electrical & electronics retail market by value in 2017?

What will be the size of the Peru electrical & electronics retail market in 2022?

What factors are affecting the strength of competition in the Peru electrical & electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up Peru's electrical & electronics retail market?

## Contents

Executive Summary  
Market value  
Market value forecast  
Category segmentation  
Geography segmentation  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market distribution  
Market Outlook  
Market value forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
MN Electronics  
Samsung Electronics Co., Ltd.  
Wal-Mart Stores, Inc.  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Peru electrical & electronics retail market value: \$ million, 2013-17(e)
- Table 2: Peru electrical & electronics retail market category segmentation: \$ million, 2017(e)
- Table 3: Peru electrical & electronics retail market geography segmentation: \$ million, 2017(e)
- Table 4: Peru electrical & electronics retail market distribution: % share, by value, 2017(e)
- Table 5: Peru electrical & electronics retail market value forecast: \$ million, 2017-22
- Table 6: MN Electronics: key facts
- Table 7: Samsung Electronics Co., Ltd.: key facts
- Table 8: Samsung Electronics Co., Ltd.: key financials (\$)
- Table 9: Samsung Electronics Co., Ltd.: key financials (KRW)
- Table 10: Samsung Electronics Co., Ltd.: key financial ratios
- Table 11: Wal-Mart Stores, Inc.: key facts
- Table 12: Wal-Mart Stores, Inc.: key financials (\$)
- Table 13: Wal-Mart Stores, Inc.: key financial ratios
- Table 14: Peru size of population (million), 2013-17
- Table 15: Peru gdp (constant 2005 prices, \$ billion), 2013-17
- Table 16: Peru gdp (current prices, \$ billion), 2013-17
- Table 17: Peru inflation, 2013-17
- Table 18: Peru consumer price index (absolute), 2013-17
- Table 19: Peru exchange rate, 2013-16

## List Of Figures

### LIST OF FIGURES

- Figure 1: Peru electrical & electronics retail market value: \$ million, 2013-17(e)
- Figure 2: Peru electrical & electronics retail market category segmentation: % share, by value, 2017(e)
- Figure 3: Peru electrical & electronics retail market geography segmentation: % share, by value, 2017(e)
- Figure 4: Peru electrical & electronics retail market distribution: % share, by value, 2017(e)
- Figure 5: Peru electrical & electronics retail market value forecast: \$ million, 2017-22
- Figure 6: Forces driving competition in the electrical & electronics retail market in Peru, 2017
- Figure 7: Drivers of buyer power in the electrical & electronics retail market in Peru, 2017
- Figure 8: Drivers of supplier power in the electrical & electronics retail market in Peru, 2017
- Figure 9: Factors influencing the likelihood of new entrants in the electrical & electronics retail market in Peru, 2017
- Figure 10: Factors influencing the threat of substitutes in the electrical & electronics retail market in Peru, 2017
- Figure 11: Drivers of degree of rivalry in the electrical & electronics retail market in Peru, 2017
- Figure 12: Samsung Electronics Co., Ltd.: revenues & profitability
- Figure 13: Samsung Electronics Co., Ltd.: assets & liabilities
- Figure 14: Wal-Mart Stores, Inc.: revenues & profitability
- Figure 15: Wal-Mart Stores, Inc.: assets & liabilities

### COMPANIES MENTIONED

MN Electronics  
Samsung Electronics Co., Ltd.  
Wal-Mart Stores, Inc.

## I would like to order

Product name: Electrical & Electronics Retail in Peru

Product link: <https://marketpublishers.com/r/E3987871CB0EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E3987871CB0EN.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**

Customer 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