

Tablet Sales in Italy - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/TF9499C2F218EN.html>

Date: February 2021

Pages: 56

Price: US\$ 350.00 (Single User License)

ID: TF9499C2F218EN

Abstracts

Tablet Sales in Italy - Market @Summary, Competitive Analysis and Forecast to 2025

SUMMARY

Tablet Sales in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The tablet market consists of the total revenues generated through the sale of tablet computers, such as the Apple iPad or Samsung Galaxy, to end users. The tablet market includes media tablets, but excludes e-readers. All market data and forecasts are represented in nominal terms (i.e. without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The Italian tablet sales market had total revenues of \$1.6bn in 2020, representing a compound annual rate of change (CARC) of -0.4% between 2016 and 2020.

Market consumption volumes declined with a CARC of -0.6% between 2016 and 2020, to reach a total of 4.8 million units in 2020.

The market's poor performance is primarily due to declining demand, combined

with the emergence of cheaper tablets, which has led to reduced spending by consumers who have ultimately chosen to purchase more affordable models, if any at all.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the tablet sales market in Italy

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

Leading company profiles reveal details of key tablet sales market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Italy tablet sales market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Italy tablet sales market by value in 2020?

What will be the size of the Italy tablet sales market in 2025?

What factors are affecting the strength of competition in the Italy tablet sales market?

How has the market performed over the last five years?

How large is Italy's tablet sales market in relation to its regional counterparts?

Contents

1 EXECUTIVE SUMMARY

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

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume 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. What are the strengths of leading players?
- 7.3. What strategies do leading players follow?
- 7.4. Have there been any notable product launches in recent years?

8 COMPANY PROFILES

- 8.1. Apple Inc
- 8.2. Samsung Electronics Co Ltd.
- 8.3. Huawei Technologies Co Ltd
- 8.4. Acer Incorporated
- 8.5. Amazon.com, Inc.
- 8.6. ASUSTeK Computer Inc.

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: Italy tablet sales market value: \$ million, 2016-20
- Table 2: Italy tablet sales market volume: thousand units, 2016-20
- Table 3: Italy tablet sales market geography segmentation: \$ million, 2020
- Table 4: Italy tablet sales market value forecast: \$ million, 2020-25
- Table 5: Italy tablet sales market volume forecast: thousand units, 2020-25
- Table 6: Apple Inc: key facts
- Table 7: Apple Inc: Annual Financial Ratios
- Table 8: Apple Inc: Key Employees
- Table 9: Apple Inc: Key Employees Continued
- Table 10: Samsung Electronics Co Ltd.: key facts
- Table 11: Samsung Electronics Co Ltd.: Annual Financial Ratios
- Table 12: Samsung Electronics Co Ltd.: Key Employees
- Table 13: Huawei Technologies Co Ltd: key facts
- Table 14: Huawei Technologies Co Ltd: Key Employees
- Table 15: Huawei Technologies Co Ltd: Key Employees Continued
- Table 16: Acer Incorporated: key facts
- Table 17: Acer Incorporated: Annual Financial Ratios
- Table 18: Acer Incorporated: Key Employees
- Table 19: Amazon.com, Inc.: key facts
- Table 20: Amazon.com, Inc.: Annual Financial Ratios
- Table 21: Amazon.com, Inc.: Key Employees
- Table 22: Amazon.com, Inc.: Key Employees Continued
- Table 23: ASUSTeK Computer Inc.: key facts
- Table 24: ASUSTeK Computer Inc.: Annual Financial Ratios
- Table 25: ASUSTeK Computer Inc.: Key Employees
- Table 26: Italy size of population (million), 2016-20
- Table 27: Italy gdp (constant 2005 prices, \$ billion), 2016-20
- Table 28: Italy gdp (current prices, \$ billion), 2016-20
- Table 29: Italy inflation, 2016-20
- Table 30: Italy consumer price index (absolute), 2016-20
- Table 31: Italy exchange rate, 2016-20

List Of Figures

LIST OF FIGURES

Figure 1: Italy tablet sales market value: \$ million, 2016-20

Figure 2: Italy tablet sales market volume: thousand units, 2016-20

Figure 3: Italy tablet sales market geography segmentation: % share, by value, 2020

Figure 4: Italy tablet sales market value forecast: \$ million, 2020-25

Figure 5: Italy tablet sales market volume forecast: thousand units, 2020-25

Figure 6: Forces driving competition in the tablet sales market in Italy, 2020

Figure 7: Drivers of buyer power in the tablet sales market in Italy, 2020

Figure 8: Drivers of supplier power in the tablet sales market in Italy, 2020

Figure 9: Factors influencing the likelihood of new entrants in the tablet sales market in Italy, 2020

Figure 10: Factors influencing the threat of substitutes in the tablet sales market in Italy, 2020

Figure 11: Drivers of degree of rivalry in the tablet sales market in Italy, 2020

I would like to order

Product name: Tablet Sales in Italy - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/TF9499C2F218EN.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/TF9499C2F218EN.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