

Global Consumer Electronics Market Outlook 2020

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Abstracts

The growing convergence of information, communication and entertainment is bringing a new era of consumer electronics across the world. Consumer electronics is one of the largest segments in the manufacturing industry and promises huge potential, particularly in emerging markets. With increasing household income, local manufacturing, launch of innovative technological products and rising awareness, the global consumer electronics market is expected to grow at a CAGR of over 3% during 2015-2020.

In the report, “Global Consumer Electronics Market Outlook 2020”, by RNCOS thoroughly studies the global consumer electronics market. During the study, we observed that North America has the largest market share in consumer electronics products, followed by Europe and Asia-Pacific. The U.S. and China together dominate the global consumer electronic market with more than one-third market share. Demand for consumer electronics in the Asia-Pacific is expected to witness the highest growth in coming years, essentially because of increasing domestic demand in developing countries such as India and China. While China is expected to maintain its dominance in the Asia-Pacific consumer electronics market, India is expected to witness double digit growth rate in the coming future due to increasing consumer awareness about innovative technologies and a booming industrial sector.

In this report, our analysts have covered an assessment of the current consumer electronics market by type (which includes TV, audiovideo devices, high definition consumer electronics, telecom equipment, computer, digital cameras, and home appliances), which is further bifurcated into types along with the future projections till 2020. The report covers an in-depth analysis of all the major segments with their key developments. It also covers the current consumer electronics market and forecasts for each of the above-mentioned segments till 2020. Evidently, it has been observed that OLED TVs, Smartphones and Tablets are among the few products that are witnessing high growth and hold immense potential in the future.

Subsequently, the report discusses the consumer electronics scenario in 10 major countries including the U.S., Germany, China, India among others. Additionally, the major players of each country have also been identified.

With a view to provide a balanced outlook of the global consumer electronics market to clients, the report covers the profiles of key players like Apple, Samsung, LG, etc., and includes their business overview, product portfolio, key financials, a strength weakness analysis and recent developments to provide a brief idea of the competitive landscape. Overall, the comprehensive research will provide an unbiased picture of the global consumer electronics industry to help clients understand the market dynamics and make sound investment decisions in a beneficial way.

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