

Top 10 Consumer Electronics Manufacturers: Global Industry Outlook and Key Player Strategies, Performance and SWOT Analysis

This report explores TVs, computers, mobile phones and other consumer electronic products. It includes assessments of the top 10 companies in the industry and provides additional 10 players in the industry. The assessments of major companies in the global consumer electronics industry includes growth strategies, partnerships and alliances.

Scope

- Provides analysis of the consumer electronics industry, market forecasts for TVs and sub-segments, such as digital TV, IPTV, LCD, 3D, and others.
- Analyzes trends and drivers that are transforming the industry.
- Presents competitive analysis of the top 10 players, including their financial performance, strategies and SWOT.
- Profiles additional top 10 companies, their metrics, strategies and SWOT.

Research and analysis highlights

The global consumer electronics market was valued at approximately \$681bn in 2009, a decrease of 1.7% over 2008. Further the industry grew at a CAGR of 8.4% during 2005-10. Business Insights anticipates that the market size of the global consumer electronics market will remain flat at \$681bn in 2010, owing to the weakness in the global economy. The fall-out of this fierce competition is companies such as Sony are struggling to gain a foothold in the industry, while other Japanese rivals are diversifying into new growth areas such as environment, energy and infrastructure in order to survive.

The onset of the global recession is challenging the traditional business model of selling premium priced products to developed markets. The trends now is scaling down many of the features of standard models and sell no-frills products at affordable prices to the low and middle income segments of emerging markets.

Key reasons to purchase this research

- Learn from global consumer electronic manufacturers strategies to target growth markets effectively, avoid mistakes, replicate their successes
- Benchmark your performance against the leading consumer electronic companies by comprehending their strategies
- Understand the major issues affecting the global consumer electronics market
- Predict the key growth areas in the global consumer electronics market arising from the change in customer's preferences and global recession
- Establish the strengths & weaknesses of the top 10 players in the global consumer electronics industry

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