Consumer Electronics in India

Introduction:

Consumer Electronics in India 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 India 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 Indian consumer electronics market had total revenues of $6.4bn in 2014, representing a compound annual growth rate (CAGR) of 9.5% between 2010 and 2014.
- The audio & visual equipment segment was the most lucrative for the Indian consumer electronics market in 2014, with total revenues of $6.0bn, equivalent to 92.6% of the market’s overall value.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 6.8% for the five-year period 2014 - 2019, which is expected to drive the market to a value of $8.9bn 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 India
Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics market in India
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 India consumer electronics market with five year forecasts
Macroeconomic indicators provide insight into general trends within the India economy

Key Questions Answered:

What was the size of the India consumer electronics market by value in 2014?
What will be the size of the India consumer electronics market in 2019?
What factors are affecting the strength of competition in the India consumer electronics market?
How has the market performed over the last five years?
What are the main segments that make up India’s consumer electronics market?

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