Electrical and Electronics Retailing in Asia-Pacific, 2014-2019; Market Dynamics, Retail Trends, and Competitive Landscape

Description:

Summary
China is the largest market for Electrical and Electronics in Asia-Pacific, having witnessed a double digit CAGR of 18.5% over the past five years. Increasing disposable incomes and growing consumer spending are driving sales in the country. Specialist retailers dominate the market; however, the online channel is forecast to witness staggering growth, mainly driven by smart deals and the desire for a convenient shopping experience. However, many of the developing countries in Asia-Pacific are under-penetrated markets for key Electrical and Electronics products. Emerging markets, such as India and China, are key growth drivers, producing high demand driven by the rise in spending power across thriving middle-class population.

Key Findings
- China is the largest market for Electrical and Electronics in Asia-Pacific with sales of US$204.4 billion in 2014, and is set to grow at a CAGR of 9.3% over the next five years. “Singles' Day” provides immense potential for online retailing, especially the Electrical and Electronics category in China. Major retailers such as Tmall and 360buy.com offer significant discounts of up to 70% to increase sales.
- Online will continue to be the fastest-growing channel at a CAGR of 20.2%, in which India is expected to deliver huge demand for the online channel, with a huge CAGR of 54.0%. A young working population, higher discretionary income, and increasing digitization and technology demand will shape the future of the Indian Electrical and Electronics market.
- A high presence of unorganized retail and growing income levels in countries such as Indonesia and the Philippines offer huge growth potential for global Electrical and Electronics retailers.

Synopsis
The “Electrical and Electronics Retailing in Asia-Pacific, 2014-2019” report provides analysis of current and forecast market data for retail sales in different channel groups in the Electrical and Electronics retail channel across Asia-Pacific.

What else does this report offer?
- Market insights based on consumer trends and changing economic and demographic factors on a regional and country basis.
- Category group and product category retail sales, and the fastest-growing markets for each region.
- Retail sales of product categories covered: communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.
- Retail sales, market share, and growth rate of channels included: Electrical and Electronics specialists, cash and carries and warehouse clubs, value, variety stores and general merchandise retailers, other general and non-specialist direct retailers, online, duty free retailers, drug stores and health and beauty stores, department stores, and other specialist retailers.

Reasons To Buy
- Get accurate and reliable retail sales data of the 12 largest Electrical and Electronics markets in Asia-Pacific for 2014 and forecast for 2019 to identify the largest and fastest-growing market and to discover profitable markets for expansion/entry.
- Explore an in-depth analysis of retail sales data by channels to spot leading channels in Electrical and Electronics’ retail space and develop strategies for specific channels.
- Gain access to retail sales data at sub-category level across the region to target key markets for each sub-categories and to analyze their current and future growth prospects.
- Learn from consumer insights and retail trends and define your strategies based on the need of consumers and retail landscape in the country

- Make country level comparisons to effectively target new revenue streams and align your marketing strategies with the crucial trends influencing consumer behavior

- Track competitive landscape based on the information about store count and latest developments for key Electrical and Electronics retailers in the region

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Global Summary
Global electrical and electronics market to surpass US$1.5 trillion by 2019
The US will remain as the world's largest electrical and electronics market
Bricks-and-Mortar stores hold the major share, but are feeling the pinch from the rising popularity of online channels
Retailers are adopting various strategies to benefit from online and Omni-channel presence
Snippets of retail trends in Asia-Pacific
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Japanese electrical and electronics market weakened by increase in consumption tax
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