
Description: Since 1978 market reforms, China has shifted from a centrally planned economy to a market based economy which helped them in growing both economically and socially. Being the world's second largest economy (by nominal GDP), the economic growth of the country is gradually slowing down due to continuous structural transformation of the economy. Telecom industry is one of the fastest-growing sector in the country and the most populous digital-telecom market. It will play key role in the country's economic future.

Mobile and Tablets are the fastest growing sector, with a large number of unreached areas and untapped customers. And, as such this growth will in-turn boost the growth of Mobile and Tablet accessories market. With booming mobile apps in China, it will open door for many new market players thus creating skyrocketing market for different types of Mobile and Tablets accessories market.

In the last five years, the mobile phones and the Tablet have emerged as essential devices that Chinese consumers rely on to communicate and navigate. Consumers have started using smartphones/tablets to assist them in managing and improving their daily assignments. They want their devices to be protected and fully active (Charged). Depending on the needs and preferences, consumer customize their devices with different accessories. They are using smart accessories to increase the basic features of their mobile and tablet devices and enhance their activities in gaming, music and photography.

In coming years, high profit margins will drive the Mobile and Tablet accessories market in China. Demand is expected to grow at a CAGR of XX.XX% to reach US $XX.XX million by 2020. The Mobile and Tablet accessories market is expected to grow at least as fast as that of mobile phones for the period.

China holds immense opportunities for accessories due to a large potential and existing consumer base and rapid growth in their adoption of smartphones and tablets. Increasing USAge of smartphones and tablets in the region has enabled consumer to use them as a controller for other peripherals devices such as health monitors, toys, printers, home automation systems and others. Declining device prices, growing online retail market and the millennial populations are contributing to the growth to a large extent. Detachable screens, keyboard on covers and others such flexible and innovative options will also act as a catalyst for growth in demand for tablet accessories.

Increasing disposable incomes, technological innovations, rapid adoption of smartphones and tablets, changing consumer behavior, rising demand for different mobile Apps and the desire of consumers to be tech savvy, to stay connected with near and dear, are all factors pushing the demand for mobile and tablets. As these mobile purchases are still once in a while buys in China, people in order to protect their Mobiles and Tablet splurge on accessories. Particularly, it is the status conscious customers and those who use mobiles as a fashion accessory that driving the accessories market.

China Mobile and Tablet Accessories Market has been segmented into Safety Cases, Scratch Guard, Bluetooth, Desk stands, Wired and Wireless Chargers, Wired and Wireless Keyboards, Power Bank and others. Rapid innovations in wireless chargers with dust-proof, scratch-resistant and water-resistant screen guards will further drive the growth of the market.

Report ObjectiveThe report focuses on Mobile and Tablet Accessories ‘Macro-Economic Outlook’

Contents:

1. Introduction
   1.1 Report Description
   1.2 The Country
   1.3 Definition Of The Market
6.2.2.3 Swot Analysis Of Major Foreign Players
6.2.2.4 Upcoming Foreign Companies
6.2.2.5 Recent Deals
6.3 Consumer/C US tomer Behavior Patterns
6.3.1 Segmentation - Socio/Economic
6.3.2 Behaviour
6.3.3 Spending Pattern
6.3.4 Target Market
6.3.5 Seasons
6.3.6 Demographic Strength/Weakness
6.4 Supply Chain Analysis
6.4.1 Raw Material Suppliers
6.4.2 Oems
6.4.3 Others
7. Risk Analysis
7.1.1 Weather/ Natural Risk
7.1.2 Systemic Risk
7.1.3 Sovereign Risk
7.1.4 Liquidity Risk
7.1.5 Legal Risk
7.1.6 Foreign-Exchange Risk
8. Market Entry Strategy
8.1 Target Market Identification
8.2 Identify Target Offering
8.3 Pricing Strategy
8.4 Product Adaptation Strategy
8.5 Technical Innovation Strategy
8.6 Marketing Collateral
9. Market Roadmap To 2020
10. List Of Figures
11. List Of Tables
12. Abbreviations
13. Works Cited
14. Disclaimer

Ordering: Order Online - http://www.researchandmarkets.com/reports/3421033/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Web Address: http://www.researchandmarkets.com/reports/3421033/
Office Code: SCBRHO8Q

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 4500</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users:</td>
<td>USD 4750</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 9000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World