E-Commerce for the Lighting Fixtures Industry

Description: The report analyses the development of e-commerce sales in the lighting fixtures industry to nowadays and future prospects providing market size of lighting fixtures industry and e-commerce sales, by country/area (Europe, America, Asia) and by segment (Residential, Commercial, Industrial and Outdoor lighting).

The Report highlights also a strategy for the e-commerce of lighting fixtures for the middle run, focusing on logistic platforms, price promise, investments from incubators, increasing use of smartphones, lack of infrastructure.

E-commerce players. Short profiles of leading e-commerce players, sales data and market shares are included. Successful and unsuccessful stories. Around 200 useful contacts.

Countries and geographical area considered: Europe (mainly Western Europe), America (mainly the United States), Asia (mainly China, India and Japan).

The Report “E-commerce for the lighting fixtures industry” has been carried out using the following tools:

- field research including direct interviews with important manufacturers and distributors operating in the e-commerce business;

- desk analysis and comparison for a sample of over 200 companies using e-commerce (mainly US, Europe and China based);

- analysis of CSIL databases concerning lighting fixtures sector worldwide

- processing of official statistics and various e-commerce related sources worldwide.

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