

Consumer Electronics in India

Market Direction | 2023-10-27 | 82 pages | Euromonitor

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Report description:

Consumer electronics witnessed solid retail volume and current value growth in 2023, although performances varied across different categories. While in-home and portable consumer electronics fared well due to robust growth in True Wireless Stereo (TWS) earbuds and activity wearables, the sale of computers and peripherals, and in-car entertainment suffered. This was mainly attributed to the overall worsening macroeconomic conditions that muted retail volume growth, as consumers delayed the purcha...

Euromonitor International's Consumer Electronics in India report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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