

## **Samsung Corp in Consumer Electronics (World)**

Global Strategy | 2024-10-04 | 40 pages | Euromonitor

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### **Report description:**

Samsung is the leading manufacturer of smartphones, televisions and memory chips globally. Although it has slipped to second place in overall consumer electronics, the company is increasingly prioritising profitability over making volume share gains, particularly in developed markets. Technology and innovations will continue to be writ large for Samsung, with examples including the recent launch of the Galaxy Ring and the ever-increasing inclusivity of its SmartThings platform.

Euromonitor International's Samsung Corp in Consumer Electronics (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Electronics industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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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