

# European consumer electronics industry

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## Europe Consumer Electronics Industry Analysis:2017

As a result exporters like you will have the opportunity to become more competitive and introduce their own innovations to Europe in the medium to long term. Basse-Normandie remains both an agricultural and a manufacturing region, with 4 % and 18.

### Market Research on the Consumer Electronics Industry

In the short and long term, European original equipment manufacturers OEM will be increasingly looking for the most reliable suppliers and will try to eliminate risk through supplier contract and cost management.

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Our analysis suggests that four business models—each serving as a supplement to the preexisting core business—have particularly good prospects for success Exhibit 2. Maturity calls for faster innovation Western Europe appears to be the most mature market in the Portable Consumer Electronics industry so far. Those are some of the top best consumer electronics brands, used world-wide for innovative design, technology and unmatched performance.

### Top Consumer Electronics Companies and Brands in the World

This allows these players to focus more on core competency and concentrate on sales and design instead of producing products.

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Research in the automotive, automation and medical industry including information and communication technology will be one of the central research themes in the next few years across Europe, thus remaining another sector with opportunities for electronic component suppliers. Basse-Normandie ranks 14th in France, in terms of share of GERD as percentage of GDP.

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