Article published on July 7th 2012 | Business

Extended Warranties and Insurance for Grey Goods in Europe is a report about the market for extended warranties and insurance sold in conjunction with grey goods in 20 countries: Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, Turkey, and the UK.

http://www.bharatbook.com/market-research-reports/insurance-market-research-report/extended-warranties-and-insurance-for-grey-goods-in-europe.html

Grey goods are defined as desktop computers and computer peripherals such as non-mobile games consoles, printers and scanners. Related extended warranties and insurance usually cover mechanical and / or technical breakdown only although cover for accidental damage can be incorporated in certain cases.

The report draws on extensive primary and secondary research covering over 960 organisations involved in the production and distribution of grey goods including manufacturers, specialised retailers of consumer electronics, supermarkets and other types of retailer (namely, department stores, DIY outlets, speciality retailers and variety retailers).

You may be able to use this report and the PartnerBASEâ„¢ dataset that accompanies it in one or more of the following ways:

- appreciate the size of the opportunity in the market for extended warranties and insurance linked to grey goods in Europe: in aggregate, this is a substantial market;

- understand how dynamic competitors in several countries are helping the sector to expand in spite of the decline in the underlying market for grey goods;

- assess the position of national and international competitors such as Actua, AmTrust International, Aon, assona, Assurant Solutions, BNP Paribas Assurance, Domestic & General, Estendo, Moderna FÃ¶rsÃ¤kringar, Mondial Assistance, NEW Asurion, SFG, Solid FÃ¶rsÃ¤kringar, SPB, The Warranty Group, and Wertgarantie;

- consider how the value of the market for extended warranties and insurance linked to grey goods in Europe may reasonably be expected to evolve up to 2014.

Industry Analysis

For more information kindly visit :

Extended Warranties and Insurance for Grey Goods in Europe

Or

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Article Keywords:
Europe, Insurance, Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders

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