Extended Warranties and Insurance for Mobile and Non-Mobile Consumer Products in Portugal by Bharatbook

Article published on July 9th 2012 | Business

This report titled Extended Warranties and Insurance for Mobile and Non-Mobile Consumer Products in Portugal is about the market for extended warranties and insurance sold in conjunction with white goods, brown goods, grey goods, mobile gadgets and mobile telephones in Portugal. The study draws on extensive primary and secondary research covering 61 organisations involved in the production and distribution of mobile and non-mobile consumer products including manufacturers, mainstream mobile network operators, mobile virtual network operators (MVNOs), specialised retailers of consumer electronics, supermarkets and other types of retailer (namely, department stores, DIY outlets, speciality retailers and variety retailers).

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Hence, it provides a comprehensive overview of this activity across Portugal. Key features of this publication include: - quantification of the market size for extended warranties and insurance linked to mobile and non-mobile consumer products: how much is the market likely to be worth in Austria, and how does it segment between white goods, brown goods, grey goods, mobile gadgets and mobile telephones? - analysis of extended warranty underwriters and brokers that have established scheme relationships with manufacturers and retailers of white goods, brown goods, grey goods, mobile gadgets and mobile telephones, including their unweighted share of partnerships; - consideration of the potential for cross-selling stand-alone extended warranty and insurance policies through independent channels that are separate from either manufacturers or retailers: does an emerging market exist for this form of distribution in Portugal? - forecasts for the market size for extended warranties and insurance linked to mobile and non-mobile consumer products up to 2014: assuming no significant changes in the number of manufacturer and retailer schemes, what factors will cause this sector to grow or decline in the next few years? Market Research

For more information kindly visit :

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Bharat Book Bureau

Tel: +91 22 27810772 / 27810773

Fax: + 91 22 27812290

Email: info@bharatbook.com

Website: www.bharatbook.com

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

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