Article published on June 9th 2012 | Business

PC peripherals marketing India is witnessing a dynamic growth and is exhibiting prominent signs of further development in the years to come. The market was valued at INR 15 bn during 2009 and is expected to attain a CAGR of 20% to reach INR 44.8 bn by 2015. Presence of major PC adopting industry verticals and increasing replacement of obsolete hardware is primarily boosting the market.

http://www.bharatbook.com/market-research-reports/computer-hardware-and-networking-market-research-report/pc-peripherals-market-in-india-2012.html

The report begins with an introduction to the market scope of the report, wherein the PC peripherals covered, has been illustrated for the better understanding of readers. This is followed by the market overview section which talks about the primary growth factors fueling growth in the market, some of the major PC peripheral adopting industry verticals along with the market segmentation (2009) and market size and growth figures (2009-2015e).

Import and Export section highlights the trade conducted in Indian PC peripherals market since 2006. The commodities covered within this section bear the HS code 8471. Import and export data for individual items has been illustrated with graphs so as to facilitate better understanding for readers. This section also features an analysis which covers the overall import and export since 2006 and brings forth the crucial developments in the trade conducted so far. Aspects such as the growth rate of import and export of individual items and any discontinuity of products over the years have especially covered so as to give a clear picture of the market scenario.

The report features a separate section on the market entry strategy. This section is primarily aimed to cater to the needs of prospective new entrants in the market. Strategies mentioned within, have been derived after a thorough research of existing players and their marketing policies and are intended to provide a crucial support for creating an efficient go-to market strategy. Industry Analysis

For more information kindly visit :

PC Peripherals Market in India 2012

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Article Keywords:
India, PC, Peripherals,Demand Forecast, Market, Market Forecast, Market Growth, Market Leaders

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