

# Argentina Consumer Electronics Report Q2 2016

<https://marketpublishers.com/r/A8C0FAF5038EN.html>

Date: March 2016

Pages: 63

Price: US\$ 1,295.00 (Single User License)

ID: A8C0FAF5038EN

## Abstracts

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**BMI View:** After another devaluation in December 2015 we envisage a sharp contraction in Argentine consumer electronics spending in 2016 as purchasing power is eroded in global markets - ie, for imported devices. We expect performance to mirror that of 2014, the previous peso devaluation, but the volume declines in the PC and AV segments are expected to be less pronounced after increases in the output of local industry in recent years. After the shock of devaluation subsides we envisage a return to device demand growth based on rising prosperity in Argentina, though growth 2017-2020 will only just offset the extent of declines in 2016, with a CAGR of 7.7% forecast over 2016-2020 as a whole.

### Latest Updates & Industry Developments

**Computer Hardware Sales:** USD1.3bn in 2016 to USD2.1bn in 2020, corresponding to a CAGR of 11.6%. Devaluation the key factor determining PC sales 2014-2016, but we envisage a return to more stable dynamics over the medium term with sustainable volume growth built on a foundation of rising incomes.

**AV Sales:** USD1.6bn in 2016 to USD2.2bn in 2020, a CAGR of 8.7%. AV sales are expected to underperform but smart and Ultra-HD TV set upgrades will provide new opportunities in the TV set market.

**Handset Sales:** USD2.2bn in 2016 to USD2.6bn in 2020, a CAGR of 4.3%. Smartphone upgrade opportunities still exist in Argentina, and this will sustain handset segment outperformance over the medium term.

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