

# Bahrain Consumer Electronics Report Q3 2015

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## Abstracts

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**BMI View:** Bahrain is susceptible to falling oil prices, with the government and private businesses expected to rein in spending if the low prices persists for a considerable period, however we believe this will have little impact on the economy and consumer spending habits per capita as GDP is expected to grow at the rate of 3.7% on average until the end of our forecast in 2019.

### Headline Expenditure Projections

**Computer Sales:** The market will increase from USD205mn in 2014 to USD212mn in 2015. We expect that tablets and notebook hybrids will dominate the consumer market in 2015, although tablet growth will slow from recent years due to saturation.

**AV Sales:** The market will contract from USD245mn in 2014 to USD239mn in 2015. The market is expected to contract after TV set demand was brought forward to 2014 by strong demand ahead of the FIFA World Cup in Brazil.

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