

China Consumer Electronics Report Q1 2011

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Abstracts

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China's consumer electronics devices market, defined to include computing devices, mobile handsets and video, audio and gaming products, is projected to be worth about US\$162.1bn in 2010, and this is expected to increase to US\$263.4bn by 2015. In H110, consumer electronics sales were robust, boosted by strong sales during the Chinese New Year peak shopping season. Sales of smartphones grew strongly, with shipments projected to increase 68% in 2010, although a significant portion of sales will inevitably be accounted for by grey market devices

A second phase of the government's rural consumer electronics subsidy programme is projected to drive sales of flat-screen TV sets and other products in the second half of the year in rural areas. Spending on consumer electronics products is projected to grow at a CAGR of 9.4% through 2015, with demand for computers and TV sets in rural areas and tier-three to tier-six cities a key driver, along with the increased popularity of high-end items such as flat-screen TV sets, 3G mobile handsets and smartphones.

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