

# China Consumer Electronics Report Q4 2015

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## Abstracts

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**BMI View:** We downgraded the growth outlook for China's consumer electronics market in Q415 to reflect the slightly weaker economic outlook and the diminished growth prospects as a result of rapid rises in device penetration rate in several key categories such as smartphones, tablets and LCD/LED TV sets over recent years. As a result of relatively high device penetration rates in the context of China's GDP per capita, a product of the strong base of local manufactures right across the device spectrum, medium term growth will underperform the growth trajectory 2011-2014. Nonetheless the sheer scale of the market makes it central to vendor strategies and we believe there is scope for vendors to capitalise on economic trends to increase performance. For instance, broad based income growth and the boost from the package of economic and social reforms announced by the government in late 2013 should boost consumption over the medium-term and allow vendors to target higher margin premium device sales growth.

### Headline Expenditure Projections

Computer hardware sales: USD78.3bn in 2014 to USD75.8bn in 2015, -3.2% in US dollar terms. Weaker than expected demand for notebooks and tablets reported by retailers in H115 resulted in a downgrade to the 2015 outlook.

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