

# Colombia Consumer Electronics Report Q2 2016

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## Abstracts

Includes 3 FREE quarterly updates

BMI View: Colombia's consumer electronics market contracted sharply in 2015 in a climate of steep peso depreciation against the US dollar, and the weak outlook extends to 2016, though we do expect a slower rate of contraction as peso depreciation slows. The weak performance in 2015 and 2016 does however mean there is pent-up device demand in all three consumer electronics market segments that we expect will be unlocked and boost the spending growth rate above trend in the later years of our forecast as vendors can once again tap the first-time buyer and multiple device household demand growth in Colombia as incomes rise. Our forecast envisages a CAGR of 6.7% over 2016-2020 as a whole, with spending expected to reach USD5.64bn in 2020.

### Latest Updates & Industry Developments

Computer Hardware Sales: USD953mn in 2016 to USD1.55bn in 2020, at a compound annual growth rate (CAGR) of 6.7 in US dollar terms. After weak performance in 2015 and 2016 we believe there will be pent-up demand for PC upgrades and replacements, which, coupled with rising incomes, will drive strong growth from 2017.

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