

# Colombia Consumer Electronics Report Q3 2016

<https://marketpublishers.com/r/C859BA2DF7EEN.html>

Date: May 2016

Pages: 61

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

ID: C859BA2DF7EEN

## Abstracts

Includes 3 FREE quarterly updates

**BMI View:** We forecast Colombian consumer electronics spending will increase at a CAGR of 10.6% over 2016-2020, with spending expected to reach USD5.6bn in 2020. This follows a sharp contraction in 2015, when steep peso depreciation against the US dollar hit affordability and demand for imported devices. We expect a further contraction in 2016, but from 2017 the market is expected to move to a strong growth trajectory as purchasing power growth resumes, allowing vendors to once again tap the first-time buyer and multiple device household demand growth, with an added boost from pent-up demand in all three consumer electronics after deferred purchases in 2015 and 2016.

### Latest Updates & Industry Developments

**Computer Hardware Sales:** USD953.0mn in 2016 to USD1.5bn in 2020, at a compound annual growth rate (CAGR) of 12.8% in US dollar terms. There will be pent-up demand for PC upgrades and replacements by 2017, which coupled with rising incomes, will drive strong growth from 2017.

**AV Sales:** USD1.1bn in 2016 to USD1.6bn in 2020, a CAGR of 9.7% in US dollar terms. The AV segment turned down sharply in 2015 but with flat-panel upgrade potential still existing due to low penetration the market will return to strong growth from 2017-2020.

**Handset Sales:** USD1.7bn in 2016 to USD2.5bn in 2019, a CAGR of 9.8% in US dollar terms. Relatively low smartphone penetration means significant growth engine remains for medium-term outperformance in handset spending growth.

## Contents

BMI Industry View

Latest Updates & Industry Developments

SWOT

Consumer Electronics Market

Industry Forecast

Latest Updates

Structural Trends

Table: Consumer Electronics Overview (Colombia 2014-2020)

Industry Risk/Reward Index

Table: Americas Consumer Electronics Risk/Rewards Index - Q3 2016

Market Overview

Recent Developments

Computers

Table: PC Sales (Colombia 2014-2020)

AV Devices

Table: AV Sales (Colombia 2014-2020)

Mobile Handsets

Table: Mobile Communications (Colombia 2014-2020)

Industry Trends And Developments

Electronics Trade

Table: Latin America Consumer Electronics Trade, 2010-2015

Table: Colombia Consumer Electronics Trade, 2010-2015

Operational Risk And Government Policy

Table: Colombia Electronics Industry Performance

Regulatory Development

Table: Regulatory Bodies

Competitive Landscape

Retailers

Table: Selected Electronics Retailers

Table: Selected E-Commerce Retailers

Consumer Electronics Vendors

Table: Hewlett-Packard

Table: Lenovo

Table: LG

Table: Samsung

Table: ZTE

Demographic Forecast

Table: Population Headline Indicators (Colombia 1990-2025)

Table: Key Population Ratios (Colombia 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Colombia 1990-2025)

Table: Population By Age Group (Colombia 1990-2025)

Table: Population By Age Group % (Colombia 1990-2025)

Methodology

Industry Forecast Methodology

Sector-Specific Methodology

Sources

Risk/Reward Index Methodology

Sector-Specific Methodology

Table: Consumer Electronics Risk/Reward Index Indicators

Table: Weighting Of Indicators

## I would like to order

Product name: Colombia Consumer Electronics Report Q3 2016

Product link: <https://marketpublishers.com/r/C859BA2DF7EEN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C859BA2DF7EEN.html>