

Czech Republic Consumer Electronics Report Q2 2016

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Abstracts

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BMI View: The Czech Republic is the most affluent market in Central and Eastern Europe and this is reflected in high device spending per capita. Conditions have been challenging, however, with contraction in device spending in US dollar terms 2013-2015. The medium-term outlook is for a marked improvement as product cycles become more favourable at the same time as koruna appreciation boosts household purchasing power from 2016. This will reinforce the Czech Republic's position as one of the most lucrative markets in Central and Eastern Europe and underpins our forecast for a CAGR of 6.6% 2016-2020 to USD2.9bn in 2020. We consider the largest opportunities to be in the mobile PC segment, smart TVs and the high end of the smartphone market, with medium-term upside potential if wearable devices gain traction with consumers.

Latest Updates & Industry Developments

Computer Hardware Sales: USD1.32bn in 2016 to USD1.58bn in 2019, a compound annual growth rate (CAGR) of 6.3%. Desktop market will underperform, but strong retail sales of notebooks and tablets expected as household incomes rise register significant increases.

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