

# Egypt Consumer Electronics Report Q3 2016

<https://marketpublishers.com/r/EB5A1A037B2EN.html>

Date: June 2016

Pages: 64

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

ID: EB5A1A037B2EN

## Abstracts

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**BMI View:** Rising incomes, positive demographic trends and stronger economic growth from 2017 will support fast growth in consumer electronics device spending in Egypt as vendors tap into the opportunity presented by relatively low device penetration rates. We forecast total device spending will increase at a CAGR of 5.9% over 2016-2020 to reach USD5.0bn in 2020. Another factor supporting our positive outlook is the fact that the global boom in smartphones and tablets in emerging markets coincided with a period of political and economic instability in Egypt, and as such, even after two years of strong growth, both markets remain underpenetrated when compared to peers.

### Latest Updates And Industry Developments

**Computer Hardware Sales:** USD994mn in 2016 to USD1.21bn in 2020, a compound annual growth rate (CAGR) of 5.0%. Educational procurement and retail spending as incomes rise will drive growth as vendors target significant number of first-time buyers as reflected in low PC penetration rates.

**AV Sales:** USD671mn in 2016 to USD774mn in 2020, a CAGR of 3.6%. Increases in local production and increased affordability as households accrue additional purchasing power will drive TV set spending higher, but digital camera cannibalisation will be a drag and make AV underperforming segment.

**Handset Sales:** USD2.31bn in 2016 to USD3.02bn in 2020, a CAGR of 6.9% in US dollar terms. The largest and best performing device segment still has room for continued growth through first-time smartphone upgrades, which we expect to sustain outperformance over the medium term.

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