

Egypt Consumer Electronics Report Q4 2015

<https://marketpublishers.com/r/EDB9A5D7202EN.html>

Date: September 2015

Pages: 76

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

ID: EDB9A5D7202EN

Abstracts

Includes 3 FREE quarterly updates

BMI View: our forecast for 2015 was revised down slightly in the Q415 update to reflect the negative impact of depreciation on consumer electronics device sales, particularly in the PC and AV segments. We expect the market to continue to grow despite these challenges, but there will nonetheless be a slowdown from 2014 when a significant easing of political and economic crisis unlocked strong growth. Over the medium term we expect the market to settle on a slower growth rate, with the wave of deferred purchases unlocked in 2014 not to be repeated. Overall, we have a positive medium-term outlook for Egypt's consumer electronics market, with a young population, low device penetration rates, rising incomes and the falling cost of devices to drive growth. We expect government, vendor and operator-led investment in supporting infrastructure such as telecoms networks and retail/distribution networks to further encourage growth and drive accelerating demand for connected devices such as smartphones and tablets. We expect total spending to increase at a compound annual growth rate of 5.5% 2015-2019, with total spending expected to rise from USD3.47bn in 2014 to USD4.54bn in 2019.

Headline Expenditure Projections

Computer hardware sales: USD909mn in 2014 to USD916mn in 2015, up 0.8% in US dollar terms. Forecast for 2015 downgraded in Q415 with reports of dollar shortages and wider trend of depreciation reflected in reduced affordability of PCs for Egyptian households.

Contents

BMI Industry View

SWOT

Consumer Electronics Market

Political

Economic

Operational Risk

Industry Forecast

Table: Consumer Electronics Overview (Egypt 2013-2019)

Macroeconomic Forecasts

Expenditure Breakdown

Table: GDP By Expenditure (Egypt 2012-2019)

Industry Risk Reward Ratings

Industry Risk Reward Index

Table: MEA Consumer Electronics Risk/Rewards Index, Q315

Market Overview

Computers

Table: PC Sales (Egypt 2013-2019)

AV Devices

Table: AV Sales (Egypt 2013-2019)

Mobile Handsets

Table: Mobile Communications (Egypt 2013-2019)

Competitive Landscape

International Companies

Table: Samsung Electronics

Table: Nokia

Local Companies

Table: International Electrical Products

Table: Benha Electronics (Katron)

Table: El Araby Group

Industry Trends And Developments

Regulatory Development

Demographic Forecast

Demographic Outlook

Table: Population Headline Indicators (Egypt 1990-2025)

Table: Key Population Ratios (Egypt 1990-2025)

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

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

Table: Population By Age Group % (Egypt 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: Egypt Consumer Electronics Report Q4 2015

Product link: <https://marketpublishers.com/r/EDB9A5D7202EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EDB9A5D7202EN.html>