

Israel Consumer Electronics Report Q1 2016

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Abstracts

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BMI View: We are anticipating a modest recovery to take place in the consumer electronics segment in 2016. 2015 saw the market hard hit by a weakening shekel and subsequent contractions in the three major segments. Our forecast now better reflects Israel's status as a lucrative market in per capita terms as a result of market maturity. The other side of this is however the reduced growth prospects for device spending growth over the medium term compared to emerging markets. The forecast revision does not impact our assessment of Israel as one of the most mature markets in the Middle East and Africa, supported by its vibrant high-tech start-up community, its position as an R&D hub for global devices and IT vendors.

Expenditure Projections

Computer Hardware Sales: USD1.088bn in 2016, up 6.8% y-o-y in US dollar terms as the market rebounds from the recent shekel related declines in 2015.

AV Sales: USD547mn in 2016, up 5.7% in US dollar terms. AV segment to recover modestly well after underperforming in 2015.

Handset Sales: USD1.293bn in 2016, down 3.1% y-o-y, making the handset segment the underperformer in 2016 despite being the largest segment of the consumer electronics market.

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