

# Kuwait Consumer Electronics Report Q4 2016

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## Abstracts

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**BMI View:** Kuwait is a high value consumer electronics market in per capita terms, and there was strong growth fuelled by first-time sales of smartphones, tablets and flat-panel TV sets from the global financial crisis until 2014. The growth potential of the market is however much reduced by 2016 as a result of saturation in most device categories, as well as the threat of cannibalisation of distinct devices, such as tablets and digital cameras, by smartphones. Further, the lower oil price has a detrimental impact on the wider consumption outlook, and as such we forecast the market will expand at a CAGR of just 0.8% over 2016-2020.

### Latest Updates And Industry Developments

**PC Sales:** USD465mn in 2016 to USD457mn in 2020, corresponding to a CAGR of -0.4%. PC market saturation and competition from smartphones for tablet sales means the segment is forecast to be virtually flat over the medium term.

**AV Sales:** USD228mn in 2016 to USD247mn in 2020, a CAGR of 1.9%. Modest growth envisaged, supported by Ultra-HD TV set upgrades by higher-income households.

**Handset Sales:** USD563mn in 2016 to USD593mn in 2020, a CAGR of 1.3%. Growth potential reduced due to near-ubiquitous smartphone ownership, but short replacement cycles and high ASP will mean Kuwait continues to be a lucrative handset market.

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