

Mexico Consumer Electronics Report Q1 2016

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Abstracts

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BMI View: The consumer electronics market is forecast to move to a much stronger footing in 2016 with growth of 7.8% forecast, a turnaround from the contraction in spending in 2015 when peso depreciation eroded Mexican household purchasing power for imported devices. We expect the PC and AV markets to benefit most from the improved economic backdrop as deferred purchases from 2015 are unlocked. Over the medium term, income growth will increase the spending potential of households, both deepening the market through new entrants and reducing the price sensitivity that characterised the mass market in 2015 - and therefore offering vendors the opportunity increase volumes and sell a greater share of higher margin devices. BMI forecasts total consumer electronics device spending will increase at a CAGR of 7.3% 2016-2019 to a total of almost USD19.2bn in 2019.

Latest Updates & Industry Developments

Computer Hardware Sales: USD6.9bn in 2016 to USD9.1bn in 2019, a CAGR of 9.3%. Household income growth will underpin robust expansion of PC market in value and volume terms, while enterprise hardware spending expected to accelerate as business sentiment strengthens.

AV Sales: USD2.6bn in 2016 to USD3.2bn in 2019, a CAGR of 7.2%. Digital TV set upgrades and LED/LCD spending growth will drive AV spending over the medium term as price sensitivity is alleviated in the mid-market.

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SWOT

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