

Mexico Consumer Electronics Report Q3 2015

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Abstracts

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BMI View: An uptick in consumption is expected to drive the Mexican economy over 2015, which will see it become one of the better performers in Latin America. This has spillover effects for the Consumer Electronics industry, which stands to benefit from higher levels of spending. Computer sales will drive the market over the next five years, as adoption remains less than 50% across the country. Particular areas of opportunity include tablet and hybrid notebooks, smartphones and digital TV set upgrades. The focus of a wider range of international vendors will give consumers wider choice and put downward pressure on device prices, helping to deepen the market, particularly as currency performance strengthens. While Latin American currencies are expected to depreciate against the US dollar over 2015, Mexico will largely be spared from this trend, bolstering consumer purchasing power.

Headline Expenditure Projections

Computer hardware sales: USD8.2bn in 2014 to USD8.4bn in 2015, an increase of 3.0%. Tablet sales will continue to outperform, but reports in H214 also indicate strong momentum in the hybrid notebook market.

AV sales: USD2.6bn in 2014 to USD2.7bn in 2015, an increase of 1.9%. Demand growth expected to slow substantially from 2014 after TV set upgrade demand was brought forward ahead of the FIFA World Cup tournament in Brazil.

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