

# Mexico Consumer Electronics Report Q4 2015

<https://marketpublishers.com/r/MADAA5360D4EN.html>

Date: August 2015

Pages: 74

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

ID: MADAA5360D4EN

## Abstracts

Includes 3 FREE quarterly updates

**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.

## Contents

BMI Industry View

SWOT

Consumer Electronics Market

Political

Economic

Operational Risk

Industry Forecast

Table: Consumer Electronics Overview (Mexico 2013-2019)

Macroeconomic Forecasts

Economic Analysis

Table: Mexico - Private Consumption Forecasts

Table: Mexico - Government Consumption Forecasts

Table: Mexico - Fixed Investment Forecasts

Table: Mexico - Net Exports Forecasts

Industry Risk Reward Index

Table: Americas Risk/Rewards Index, Q4 2015

Market Overview

Computers

Table: PC Sales (Mexico 2013-2019)

AV

Table: AV Sales (Mexico 2013-2019)

Table: Household TV Access By Transmission Technology

Mobile Handsets

Table: Mobile Communications (Mexico 2013-2019)

Competitive Landscape

International Companies

Table: Office Depot

Table: Panasonic

Local Companies

Table: Famsa

Table: Texa

Table: Vanta

Industry Trends And Developments

Table: Electronics Manufacturing Output (MXNmn), 2003-2012

Table: Mexico ICT Trade Balance (MXNmn), 2005-2013

Table: FDI By LCD TV Set Manufacturers In Mexico

Regulatory Development

- Table: Five Digital Strategy Pillars
- Demographic Forecast
- Demographic Outlook
  - Table: Population Headline Indicators (Mexico 1990-2025)
  - Table: Key Population Ratios (Mexico 1990-2025)
  - Table: Urban/Rural Population & Life Expectancy (Mexico 1990-2025)
  - Table: Population By Age Group (Mexico 1990-2025)
  - Table: Population By Age Group % (Mexico 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: Mexico Consumer Electronics Report Q4 2015

Product link: <https://marketpublishers.com/r/MADAA5360D4EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MADAA5360D4EN.html>