

# Pakistan Consumer Electronics Report Q1 2016

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## Abstracts

Includes 3 FREE quarterly updates

**BMI View:** We hold a positive outlook for the Pakistani consumer electronics market as a whole. We undertook significant revisions in our previous report update in Q415. This quarter we have left our forecasts unchanged. We believe that the mobile handset sub-sector will be the fastest growing with computer sales posting stable yet modest growth. We believe the weakest growth prospects are in the audio and visual sales category. Looking ahead, our Country Risk team's forecast for strong household income growth informs our outlook for robust consumer electronics spending growth from 2015-2019 as households acquire sufficient disposable income to enter the market for the first time. We now forecast total consumer electronics device spending will grow at a CAGR of 7.6% from 2015-2019 to reach a total of USD6.2bn in 2019.

## Latest Updates & Industry Developments

Computer Sales: 2016 growth of 4.2%, with sales reaching USD1.1bn.

AV Sales: 2016 growth of 1.2%, with sales reaching USD1.1bn.

Handset Sales: Strongest growth prospects in 2016 and beyond, with annual growth rate reaching 10.7% and sales topping USD2.83bn.

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