

Pakistan Consumer Electronics Report Q3 2016

<https://marketpublishers.com/r/PE4028DB6FEEN.html>

Date: June 2016

Pages: 61

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

ID: PE4028DB6FEEN

Abstracts

Includes 3 FREE quarterly updates

BMI View: Low penetration rates and rising incomes provide a solid backdrop for strong growth in consumer electronics spending in Pakistan over the medium term, which should enable it to record one of the fastest growth rates in APAC as the more mature East Asian emerging markets approach saturation in key device categories. There are still substantial operational risks in Pakistan, and the income profile is low, but we believe it is moving to a stronger growth trajectory as several positive trends converge. The smartphone market is already booming after the roll-out of 3G services and supply of cheap smartphones increased, and investments in retail and distribution are formalising operations. We forecast total device spending will grow at a CAGR of 9.1% over 2016-2020, which would make Pakistan a regional outperformer in device spending growth.

Latest Updates & Industry Developments

Computer Sales: From USD1.12bn in 2016 to USD1.47bn in 2020, a compound annual growth rate (CAGR) of 6.9%. Computer penetration is very low, so rising incomes will enable wider adoption, but much will depend on form factor competition.

AV Sales: USD1.21bn in 2016 to USD1.43bn in 2020, a CAGR of 4.2%. Flat-panel TV set upgrade potential still exists in Pakistan, but price erosion and digital camera volume cannibalisation will make AV segment the underperformer over the medium term.

Handset Sales: USD2.85bn in 2016 to USD4.46bn in 2020, a CAGR of 11.8%. Pakistan is a smartphone late adopter, and penetration reached just 15% of

adults at YE15, which is key to our view that upgrade momentum will be sustained over the medium term and make the Pakistani handset segment a regional outperformer.

Contents

BMI Industry View

Latest Updates & Industry Developments

SWOT

Industry Forecast

Latest Updates

Structural Trends

Table: Consumer Electronics Overview (Pakistan 2014-2020)

Industry Risk Reward Index

Table: Asia Pacific CE Risk/Reward Index, Q3 2016

Market Overview

Recent Developments

Computers

Table: PC Sales (Pakistan 2014-2020)

AV Devices

Table: AV Sales (Pakistan 2014-2020)

Mobile Devices

Table: Mobile Communications (Pakistan 2014-2020)

Industry Trends And Developments

Electronics Trade

Table: Emerging APAC Consumer Electronics (CE) Trade, 2010-2015

Table: Pakistan Consumer Electronics (CE) Trade, 2010-2015

Operational Risk And Government Policy

Industry Breakdown

Regulatory Development

Table: Regulatory Authorities

Competitive Landscape

International Companies

Table: Acer

Table: Huawei

Table: Nokia

Local Companies

Table: QMobile

Demographic Forecast

Table: Population Headline Indicators (Pakistan 1990-2025)

Table: Key Population Ratios (Pakistan 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Pakistan 1990-2025)

Table: Population By Age Group (Pakistan 1990-2025)

Table: Population By Age Group % (Pakistan 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: Pakistan Consumer Electronics Report Q3 2016

Product link: <https://marketpublishers.com/r/PE4028DB6FEEN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PE4028DB6FEEN.html>