

Philippines Consumer Electronics Report Q2 2016

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Abstracts

Includes 3 FREE quarterly updates

BMI View: The Philippines consumer electronics market has strong growth prospects over the medium term as incomes rise, enabling vendors to tap into the opportunity presented by relatively low device penetration rates. Our positive outlook is based on our Country Risk team's view for robust and broad based income growth, which will both deepen the market as households acquire sufficient disposable income for the first time, and ease price sensitivity as the middle class expands. We forecast the overall market will grow at a CAGR of 6.8% 2016-2020 to reach USD9.2bn in 2019. While the core scenario is for strong growth, there is downside due to regional economic uncertainties that could undermine device demand growth.

Latest Updates & Industry Developments

Computer Sales: USD2.1bn in 2016 to USD2.9bn in 2020, a CAGR of +7.1% in US dollar terms. Our bullish household income outlook underpins our view for a deepening of the PC market and easing price sensitivity in the middle class to drive IT hardware spending growth.

Contents

BMI Industry View

SWOT

Consumer Electronics Market

Industry Forecast

Latest Updates

Structural Trends

Table: Consumer Electronics Overview (Philippines 2014-2020)

Industry Risk Reward Index

Table: CE RRI Breakdown By Region, Q216

Table: Asia CE Risk/Reward Index - Q216

Market Overview

Computers

Table: PC Sales (Philippines 2014-2020)

AV Devices

Table: AV Sales (Philippines 2014-2020)

Mobile Devices

Table: Mobile Communications (Philippines 2014-2020)

Competitive Landscape

International Companies

Table: Samsung Electronics

Table: Lenovo

Table: Huawei

Local Companies

Table: MyPhone

Industry Trends And Developments

Table: Philippines Component Exports (USDmn)

Table: Philippines Electronics Trade Value (USDmn)

Regulatory Development

Table: Regulatory Authorities In The Philippines

Regulatory News

Demographic Forecast

Table: Population Headline Indicators (Philippines 1990-2025)

Table: Key Population Ratios (Philippines 1990-2025)

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

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

Table: Population By Age Group % (Philippines 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

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