

# Philippines Consumer Electronics Report Q3 2016

<https://marketpublishers.com/r/P5FC0999966EN.html>

Date: May 2016

Pages: 62

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

ID: P5FC0999966EN

## Abstracts

Includes 3 FREE quarterly updates

**BMI View:** The Philippines is deeply connected to the global consumer electronics industry as a major supplier of intermediate components, and as incomes have risen it has increasingly become a growth opportunity for the sale of finished products. Our bullish household income growth outlook for the Philippines is the basis for a strong device demand growth forecast that we believe will benefit vendors through first time buyers, a significant opportunity given low device penetration rates in some key categories, as well as an easing of price sensitivity in the mid and high-end local market. We forecast the overall market will grow at a CAGR of 7.0% 2016-2020 to reach USD9.17bn in 2019. While the core scenario is for strong growth, there is downside due to regional economic uncertainties that could undermine device demand growth and/or disrupt the local electronics industry.

### Latest Updates & Industry Developments

**Computer Sales:** USD2.10bn in 2016 to USD2.92bn in 2020, a CAGR of +8.6% in US dollar terms. Purchasing power gains by households envisaged over the medium term is the foundation for our computer hardware market outlook, where a deepening of the PC market and easing price sensitivity in the middle class should be targets for vendors.

**AV Sales:** USD1.04bn in 2016 to USD1.35bn in 2020, CAGR of +6.8%. Digital migration and rising incomes will drive TV set upgrade demand while stabilisation of the digital camera market will allow the growth rate to move higher over the medium term.

**Handset Sales:** USD3.86bn in 2016 to USD4.90bn in 2020, a CAGR of +6.2%.

In the short term smartphone boom will continue, but as the penetration rate climbs growth will slow in the later years of our forecast.

## 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

Industry Risk Reward Ratings

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

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)

Industry Trends And Developments

Electronics Trade

Table: Emerging APAC Consumer Electronics Trade, 2009-2014

Table: Philippines Consumer Electronics Trade, 2010-2015

Operational Risk And Government Policy

Industry Breakdown

Regulatory Development

Table: Regulatory Authorities In The Philippines

Competitive Landscape

Retailers

Table: Major Electronics Retailers

Table: Major E-Commerce Retailers

Consumer Electronics Vendors

International Companies

Table: Samsung Electronics

Table: Lenovo

Table: Huawei

Local Companies

Table: MyPhone

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

## I would like to order

Product name: Philippines Consumer Electronics Report Q3 2016

Product link: <https://marketpublishers.com/r/P5FC0999966EN.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/P5FC0999966EN.html>