

# Russia Consumer Electronics Report Q1 2016

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## Abstracts

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BMI View: Multiple factors have deteriorated the Russian consumer electronics market, including international sanctions, the global oil price slump and the sharp decline of the rouble against the dollar. The Russian consumer electronics market contracted sharply in 2014 and 2015, especially with the depreciation of the rouble eroding rouble purchasing power in dollar terms. After the serious disruption of 2015, BMI expects a gradual recovery to begin in 2016 with rouble stabilisation, before an acceleration in growth in 2017. However, total demand in 2019 is forecast to still be 34.2% below the 2012 peak in US dollar terms. From this perspective, it is to be expected that heightened price sensitivity will increase the share of sales captured by local low-cost vendors such as Yota Devices, Explay and FLY, which all made major inroads in terms of market share in 2013 and 2014 and look set to capitalise on wider economic trends over the medium term.

### 2016 Headline Expenditure Projections

Computer Hardware Sales: USD7.1bn (up 1.2%).

AV Sales: USD5.3bn (up 5%).

Handset Sales: USD6bn (up 1%).

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