

Serbia Consumer Electronics Report Q1 2016

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Abstracts

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BMI View: After a significant decline in 2015 due to dinar depreciation, we are now forecasting the consumer electronics market to return to positive growth in 2016 and to continue to track positively over the course of our forecast period to 2019. The mobile handset market will become more lucrative as the computers market begins to slow down. Nevertheless, rising incomes and growing spending power across Serbian households will fare better for the consumer electronics market as a whole.

Latest Updates And Industry Developments:

Computer Hardware Sales: USD247mn in 2016, posting an annual contraction of 1.9%. This market will return to growth in 2017 as it was hit hard due to dinar depreciation in 2014 and 2015.

AV Sales: USD146mn in 2016, posting a growth rate of 5.8% as the market begins to rebound after contraction in 2015 due to dinar volatility in USD terms. We believe household income has historically been constrained, especially in the purchase of big ticket items. As household spending power grows, we believe this segment will benefit over the course of our forecast period.

Handset Sales: USD291mn in 2016, up 4.7% year-on-year. Handsets will become the largest segment of the consumer electronics market and we believe this market will grow at a CAGR of 5.3% 2015-2019.

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SWOT

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