

Serbia Consumer Electronics Report Q4 2016

<https://marketpublishers.com/r/S54F43D266CEN.html>

Date: August 2016

Pages: 54

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

ID: S54F43D266CEN

Abstracts

Includes 3 FREE quarterly updates

BMI View: We believe the conditions are in place for Serbia's devices market to reverse multi-year underperformance and move to a much stronger growth trajectory over the medium term. Economic conditions have been hostile in recent years, but a growth acceleration and dinar appreciation are forecast for 2017-2020, which will provide the purchasing power gains to deepen the market and unlock deferred spending from 2014-15. This will allow vendors to tap relatively low penetration rates right across the market, and ease price sensitivity, which is the basis for our device spending forecast at a CAGR of 8.1% over 2016-2020 to USD957mn in 2020.

Latest Updates And Industry Developments

Computer Hardware Sales: USD261mn in 2016 to USD351mn in 2020, corresponding to a CAGR of 7.7%. First-time buyer opportunities and pent-up replacement demand should be the basis for sustained growth, but there is downside if increasingly powerful smartphones cannibalise PC demand.

AV Sales: USD135mn in 2016 to USD167mn in 2020, corresponding to a CAGR of 5.6%. There is also pent-up AV upgrade demand set to be tapped from 2017, but with the digital camera market on a permanently lower trajectory as a result of smartphone cannibalisation, the segment will underperform over the medium term.

Handset Sales: USD305mn in 2016 to USD439mn in 2020, corresponding to a CAGR of 9.5%. There is still first-time smartphone upgrade momentum in Serbia, which trails much of the region in terms of penetration in 2016, which will mean growth is much stronger than in the more saturated European markets

over the medium term.

Contents

BMI Industry View

Latest Updates And Industry Developments

SWOT

Consumer Electronics Market

Industry Forecast

Latest Updates

Structural Trends

Table: Consumer Electronics Market (Serbia 2013-2019)

Industry Risk/Rewards Index

Industry Risk/Reward Index

Table: Europe Consumer Electronics Risk/Reward Index, Q4 2016

Market Overview

Computers

Table: PC Sales (Serbia 2014-2020)

AV Devices

Table: AV Sales (Serbia 2014-2020)

Mobile Devices

Table: Mobile Communications (Serbia 2014-2020)

Industry Trends And Developments

Electronics Trade

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

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

Industry Analysis

Table: Serbia Electronics Industry Performance, 2009-2014

Regulatory Development

Table: Government Authority

Competitive Landscape

Consumer Electronics Vendors - EMEA, 2015

Table: Computer Hardware

Table: TV Sets

Table: Mobile Handsets

Retailers

Table: Selected Electronics Retailers

Table: Selected E-Commerce Retailers

Demographic Forecast

Table: Population Headline Indicators (Serbia 2005-2025)

Table: Population By Age Group (Serbia 2005-2025)

Table: Population By Age Group % (Serbia 2005-2025)

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: Serbia Consumer Electronics Report Q4 2016

Product link: <https://marketpublishers.com/r/S54F43D266CEN.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/S54F43D266CEN.html>