

South Africa Consumer Electronics Report Q4 2015

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Abstracts

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BMI View: BMI's outlook for consumer electronics device spending growth in South Africa reflects a weakening economic outlook, including rand depreciation against the US dollar. The erosion of South African household purchasing power in global markets will to some extent be offset by an increasing supply of low-cost smartphones and tablets as mobile operators encourage greater data usage by launching ownbrand low-price devices. The popularity of smartphones launched by MTN and Vodacom highlight the potential for low-priced devices, although we believe there will be a steady demand for PCs and notebooks in the longer term as economic growth returns and large enterprise and government spending return to stronger levels.

Headline Expenditure Projections

PC Sales: USD2.2bn in 2014 to USD2.0bn in 2015. Forecast downgraded to reflect the weaker economic outlook, with the impact of rand depreciation and price pressures in the PC market as competition from low-cost tablets intensifies particularly important factors.

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