

# South Africa Information Technology Report Q4 2015

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## Abstracts

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**BMI View:** BMI's outlook for South Africa's IT market in 2015 is based on a weakening economic outlook, including rand depreciation against the US dollar and the negative impact on household purchasing power. Over the medium term, the economic environment will continue to present challenges, but there are significant opportunities. The IT market continues to primarily be driven by government spending as well as large enterprises, both of which are expected to slow their spending in the light of a slower economy. However, there is growing interest in IT solutions among SMEs looking to explore new sales and marketing channels as well as improve their operational efficiencies, offering new opportunities and maintaining South Africa's growth rate.

### Headline Expenditure Projections

**Computer Hardware Sales:** ZAR26.1bn in 2014 to ZAR27.8bn in 2015, up 6.2% in local currency terms. Rand depreciation represents downside risk by squeezing household purchasing power.

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