

Thailand Consumer Electronics Report Q2 2016

<https://marketpublishers.com/r/T915F89F503EN.html>

Date: March 2016

Pages: 63

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

ID: T915F89F503EN

Abstracts

Includes 3 FREE quarterly updates

BMI View: We expect Thailand's consumer electronics will strengthen in 2016, and continue to do so over the medium term, with a CAGR of 3.2% forecast for 2016-2020. Regional economic uncertainty increased in early 2016, but our core view for the medium term continues to be based on our positive assessment of household income trends in Thailand. A deepening of the market and expanding middle class, which could alleviate some price sensitivity, will be growth engines, particularly in the context of relatively low device penetration rates in the PC and handset segments in Thailand. We expect notebooks, tablets, smart TVs, and to a lesser extent smartphones, will be the product categories that outperform over the medium term.

Latest Updates And Industry Developments

Computer Hardware Sales: USD2.3bn in 2016 to USD2.9bn in 2020, a CAGR of 4.0%. Retail market an opportunity as income profile strengthens, with personal device sales of notebooks and tablets expected to outperform.

AV Sales: USD1.4bn in 2016 to USD1.5bn in 2020, a CAGR of 2.1%. After contraction 2012-2015 we expect a return to growth from 2016, but the market will not reach previous highs due to TV set price erosion and the digital camera market being on a lower trajectory due to the proliferation of smartphone ownership.

Handset Sales: USD3.3bn in 2016 to USD3.7bn in 2020, a CAGR of 3.1%. Handset spending growth forecast to pick-up in 2016, but decelerate over the medium term due to a depleted pool of potential smartphone first-time buyers which will see the upgrade growth engine diminish.

Contents

BMI Industry View

SWOT

Consumer Electronics Market

Industry Forecast

Recent Developments

Structural Trends

Table: Consumer Electronics Overview (Thailand 2014-2020)

Industry Risk Reward Ratings

Industry Risk Reward Index

Table: CE RRI Breakdown By Region, Q216

Table: Asia CE Risk/Reward Index - Q216

Market Overview

Computers

Table: PC Sales (Thailand 2014-2020)

Table: Thailand PCs Per 100 Households - Breakdown By Device Type And Region, 2012-2014

AV Devices

Table: AV Sales (Thailand 2014-2020)

Mobile Devices

Table: Mobile Communications (Thailand 2014-2020)

Industry Trends And Developments

Regulatory Development

Table: IT Regulatory Authority

Regulatory Developments

Competitive Landscape

International Companies

Table: Lenovo

Table: Acer

Table: Seagate

Local Companies

Table: i-Mobile (Samart)

Table: SiS Distribution

Demographic Forecast

Table: Population Headline Indicators (Thailand 1990-2025)

Table: Key Population Ratios (Thailand 1990-2025)

Table: Urban/Rural Population & Life Expectancy (Thailand 1990-2025)

Table: Population By Age Group (Thailand 1990-2025)

Table: Population By Age Group % (Thailand 1990-2025)

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: Thailand Consumer Electronics Report Q2 2016

Product link: <https://marketpublishers.com/r/T915F89F503EN.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/T915F89F503EN.html>