

United Arab Emirates Consumer Electronics Report Q4 2015

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Abstracts

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BMI View: The UAE consumer electronics segment will continue to benefit from high business confidence levels in the local economy and the strong private consumption. The UAE will remain one of the leading consumer electronics market in the MENA region, with the highest rate of household consumption expenditure per capita (we project this figure to rise from USD21,437 in 2013 to approximately USD30,000 by 2017). Furthermore, Dubai's strength as a booming tourist centre and a regional retail hub, along with the Emirati reputation for being a safe haven for tourists and investors alike, will continue to fuel growth in consumer sales over the coming years. We believe the upcoming 2020 World Expo will provide just another such catalyst.

Headline Expenditure Projections

Computer Sales: USD2.07bn in 2015 to USD2.15bn in 2019 at a CAGR of 0.7%. Maturity of the PC market, including tablets, means growth opportunities are severely diminished, but owing to premium preference of local consumers the market will remain lucrative for vendors.

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