

Vietnam Consumer Electronics Report Q1 2016

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Abstracts

Includes 3 FREE quarterly updates

BMI View: We believe the Vietnamese economic and consumer electronics growth story is resilient and we maintain our bullish medium-term outlook in the Q116 update. Broad-based economic growth is expected to have a positive impact on the household income profile of Vietnam over the medium term, which will deepen the devices market, as well as easing price sensitivity in the higher value replacement market. Meanwhile, falling average device prices in key device categories will add to device spending growth momentum. We forecast a CAGR of 9.1% for 2016-2019, with even stronger growth expected in the smartphone, tablet, and LED/LCD TV set markets. However, there is downside to this outlook, with a hard landing in China or a broader emerging market debt crisis following rate rises in the US holding the potential to derail our core scenario.

2016 Headline Expenditure Projections:

Computer Hardware Sales: Growth of 4.0% with total market value reaching USD1.5bn.

AV Sales: Growth of 8.6% with total market value reaching USD1.2bn.

Handset Sales: Growth of 8.4% with total sales exceeding USD3.1bn.

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