

## **New Market Study Published: South Korea Consumer Electronics Report Q4 2010**

*Recently published research from Business Monitor International, "South Korea Consumer Electronics Report Q4 2010", is now available at Fast Market Research*

**Sept. 4, 2010 - [PRLog](#)** -- South Korea's consumer electronics devices market, defined as the addressable market for computing devices, mobile handsets and AV products, is projected to be worth around US\$12.7bn in 2010. This is expected to increase to US\$12.9bn by 2014, at a compound annual growth rate (CAGR) of less than 1% - slower than in the preceding five years.

Growth opportunities in this mature market will be driven to a large extent by product innovation such as smartphones and touch-screen handsets as well as LED and 3D TV sets. In 2009, spending was affected by the economic slowdown, but high-end handsets recorded stronger-than-anticipated growth in H209, and smartphones could account for up to 20% of Korean handset sales in 2010.

### **Computers**

Computers accounted for around 31% of South Korean consumer electronics spending in 2009. BMI forecasts South Korean PC sales of US\$3.3bn in 2010. The CAGR for the 2010-2014 period will be around 1.1%, but there will be growth areas in multimedia and entertainment notebooks. By mid- 2009, the PC segment had returned to positive growth, driven by stronger notebook sales. The emergence of netbooks has created opportunities for foreign vendors in a market dominated by domestic giants Samsung and LG.

### **AV**

Video, audio and gaming devices accounted for around 22% of South Korean consumer electronics spending in 2009. South Korea's domestic video, audio and gaming device market is projected at US\$2.5bn in 2010. Video applications will account for around 60% of demand during the 2010-2014 forecast period, with growth areas linked to new technologies such as LED TV sets, 3D TV and Blu-ray. The roll-out of digital TV broadcasting ahead of analogue switch-off in 2013 will help support sales of premium TV sets.

### **Mobile Handsets**

South Korean market mobile handset and handset device sales accounted for around 47% of South Korean consumer electronics spending in 2009. Total South Korean market handset sales are expected to grow at a CAGR of about 2% to 28.2mn units in 2014, with the market driven mainly by replacements as penetration has passed 100%. Following the success of the iPhone, with 800,000 units sold by June 2010, the smartphone segment should blossom, as operators introduce more flexible data plans for subscribers.

For more information or to purchase this report, go to:

- [http://www.fastmr.com/prod/80805\\_south\\_korea\\_consumer\\_ele...](http://www.fastmr.com/prod/80805_south_korea_consumer_ele...)

Report Table of Contents:

Executive Summary

SWOT Analysis

- South Korea Consumer Electronics Market SWOT
- South Korea Electronics Industry SWOT
- South Korea Political SWOT

- South Korea Economic SWOT
- South Korea Business Environment SWOT
- Business Environment Ratings
- Table: Asia Regional Consumer Electronics Business Environment Ratings
- Consumer Electronics Market
- Computers
- Table: Computers - Demand
- AV
- Table: AV - Demand
- Mobile Handsets
- Table: Mobile Handsets - Demand
- Consumer Electronics Industry
- Table: Electronics Output
- Semiconductors
- Table: Semiconductors Output, 2007-2014
- Table: Camera Module Production
- Table: Silicon Wafer Production
- Table: EC Card Production
- Computers
- Table: Computers - Production
- AV
- Table: MP3 Player Production
- Table: Plasma TV Set Production
- Table: LCD TV Set Production
- Table: Digital Video Recorder Production
- Mobile Handsets
- Table: Mobile Handsets - Production
- Table: GSM Mobile Phone Production
- Table: CDMA Mobile Phone Production
- Industry Forecast Scenario
- Table: Consumer Electronics Overview
- Industry Developments
- Macroeconomics Forecast
- Table: South Korea - Economic Activity
- Competitive Landscape
- Computers
- Handsets
- AV
- Domestic Company Profiles
- Samsung Electronics
- Country Snapshot: South Korea Demographic Data
- Section 1: Population
- Table: Demographic Indicators, 2005-2030
- Table: Rural/Urban Breakdown, 2005-2030
- Section 2: Education And Healthcare
- Table: Education, 2002-2005
- Table: Vital Statistics, 2005-2030
- Section 3: Labour Market And Spending Power
- Table: Employment Indicators, 2001-2006
- Table: Consumer Expenditure, 2000-2012 (US\$)

- Table: Average Annual Wages, 2000-2012
- BMI Methodology
- How We Generate Our Industry Forecasts
- Electronics Industry
- Sources

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