

Recently released market study: India Consumer Electronics Report Q3 2010

Recently published research from Business Monitor International, "India Consumer Electronics Report Q3 2010", is now available at Fast Market Research

May 21, 2010 - [PRLog](#) -- India's consumer electronics devices market, defined as the addressable market for computing devices, mobile handsets and AV products, is projected at around US\$24.5bn in 2010. Growth in some product categories dipped in 2009, but spending on consumer electronics devices is projected to grow at an overall CAGR of 15% through 2014, with key segments including low-cost mobile handsets, colour TVs, set-top boxes and notebook computers.

Much of the growth will be driven by growing demand from India's vast rural population. However, there will also be growing opportunities to sell premium products, and in 2010 vendors plan to leverage events like the Indian Premier League (IPL) and Commonwealth Games to attract Indian consumers to buy new products like LED and 3D-TV sets.

Computers

Computers accounted for around 33% of Indian consumer electronics spending in 2009. BMI forecasts Indian domestic market PC sales (including notebooks and accessories) of US\$6.5bn in 2010, up from US\$5.3bn in 2009. The average price of a PC has nearly halved over the past few years. With PC penetration currently around 2%, computer hardware compound annual growth rate (CAGR) for the 2010-2014 period will be around 15%.

AV

India's domestic video, audio and gaming device market is expected to grow to a value of US\$19.5bn in 2014. Television will remain the core product in this category, with sports events such as India Premier League cricket and the 2010 Commonwealth Games in Delhi helping to drive demand for TV set upgrades. LCD TV set sales grew almost 100% in 2009 and are projected to reach around 2.5mn in 2010.

Mobile Handsets

Indian mobile handset sales accounted for around 32% of Indian consumer electronics spending in 2009. Total Indian market handset sales are expected to grow to 201.5mn units in 2014, as mobile subscriber penetration soars towards 132%. Vendors are likely to increase their focus on semiurban rural customers, with penetration in rural areas estimated at less than 15%, far below the national level. Smartphones and touchscreen models are a growth area, but account for less than 10% of sales.

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

- http://www.fastmr.com/prod/60432_india_consumer_electr...

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