

## **New Market Report Now Available: Singapore Consumer Electronics Report Q4 2010**

*Fast Market Research recommends "Singapore Consumer Electronics Report Q4 2010" from Business Monitor International, now available*

**Sept. 2, 2010 - [PRLog](#)** -- Singapore'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\$3.4bn in 2010. This is expected to increase to US\$3.9bn by 2014, at a 2010-2014 compound annual growth rate (CAGR) of 4%, which is slower than in the preceding five years.

Strong sales of smartphones in Q110 underlined the opportunity for high-end product innovation to drive revenues growth in the mature Singaporean market. In the AV category, vendors will play to consumers' enthusiasm for new technologies with releases of LED, 3D and internet-enabled TV sets.

### Computers

Computers accounted for around 71% of Singapore's consumer electronics spending in 2009. BMI forecasts Singapore computer hardware sales of US\$2.4bn in 2010, up from US\$2.2bn in the previous year. With government projects helping to sustain the market, CAGR for the 2010-2014 period will be around 4%, with most consumer growth driven by multimedia and entertainment notebooks and netbooks as second household PCs.

### AV

Singapore's domestic video, audio and gaming device market is forecast at US\$689mn in 2010, with low single-digit growth from 2009. The market is expected to grow at a CAGR of 2% between 2010 and 2014 to a value of US\$752mn. Video applications will provide revenue growth at a slower rate due to price erosion, but product innovation will support sales. The first internet-enabled TV sets appeared on the market in H110 and the Singapore Media Authority plans to launch 3D TV trials by the end of the year.

### Mobile Handsets

Smartphones were the main handset market driver in Q110, thanks to local sales of Apple's iPhone, the BlackBerry Bold and other popular models. Total Singaporean market handset sales are expected to grow at a CAGR of about 6% to US\$355mn in 2014, with the market driven mainly by replacements as penetration is already above 180%. Smartphones accounted for above 70% of operator handset sales in Q110, with Android smartphones expected to be a key competitive battleground in H210.

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

- [http://www.fastmr.com/prod/80825\\_singapore\\_consumer\\_elect...](http://www.fastmr.com/prod/80825_singapore_consumer_elect...)

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