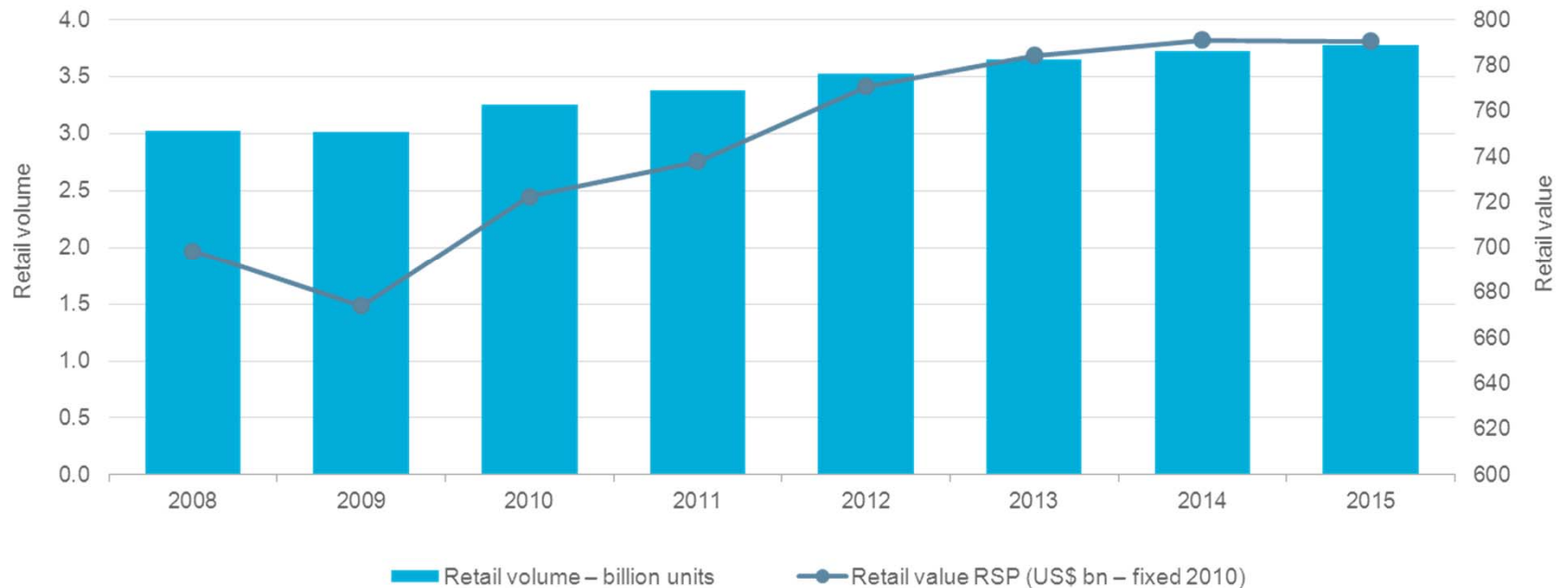


Consumer electronics rebounds from economic downturn

- Consumer electronics sales in 2010 rebounded well and showed little ill-effects from the global economic downturn from the previous year. The industry was led by strong sales growth within tablets, E-readers, OLED TVs and smartphones, amongst others.

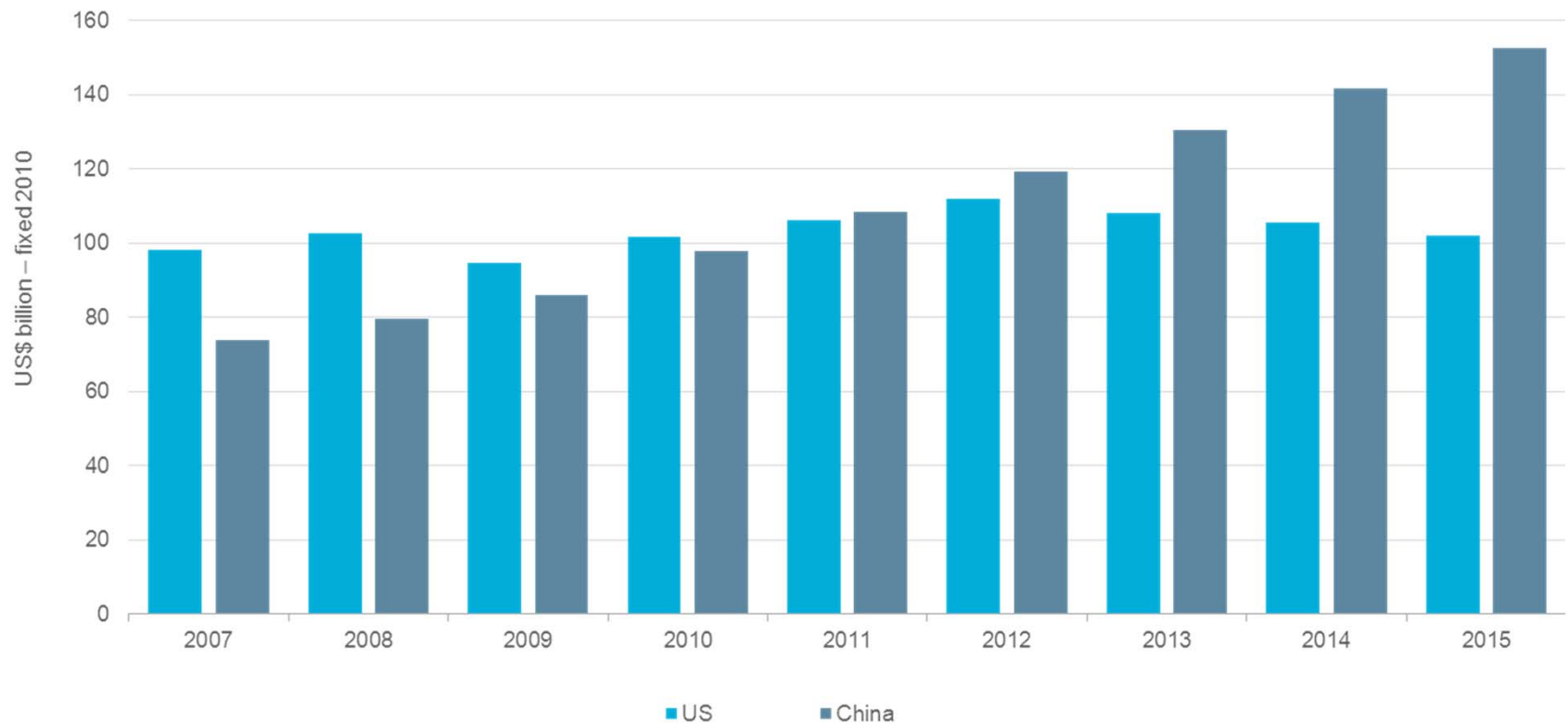
Global Consumer Electronics Sales 2008-2015



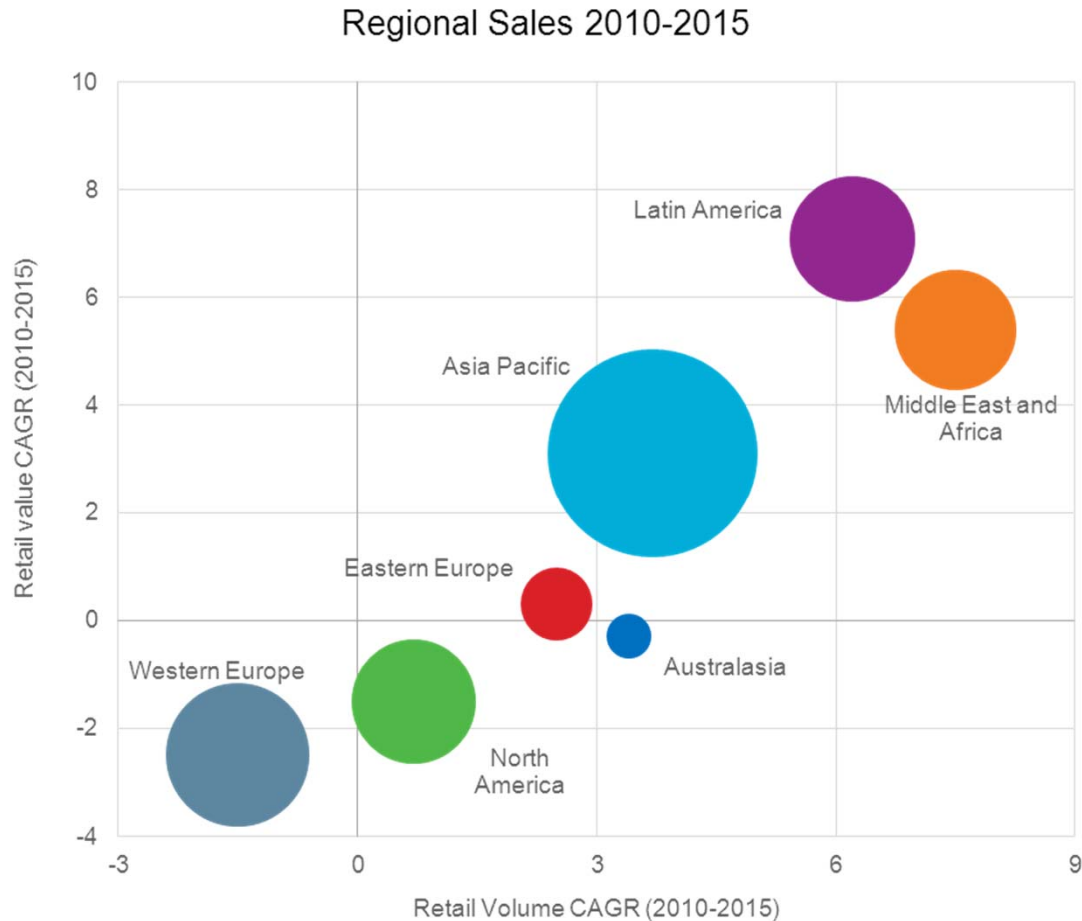
China replaces US as the largest Consumer Electronics market

- A reflection of China's growing economic might is it being projected to overtake the US in retail value sales of consumer electronics products in 2011.

Consumer Electronics Retail Value Sales 2007-2015



New world order as Western Europe and North America falter

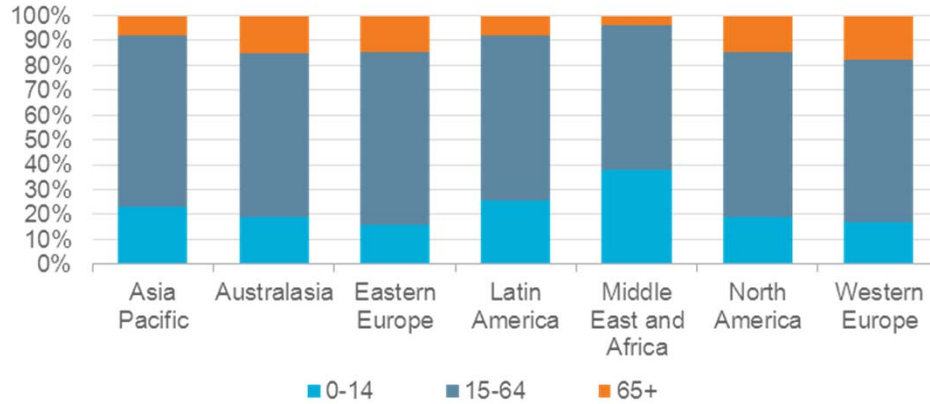


Note: Size of bubble represents the retail value in 2015 (US\$ million)

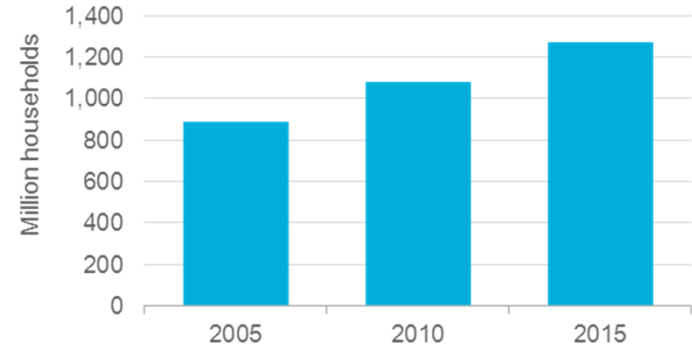
- While market growth is expected to be moderate at best, Euromonitor projects shifts in regional sales contribution. Within the developing markets, Latin America will enjoy the highest growth, driven by a burgeoning middle class. A large proportion of low income consumers are still not present in the market and constitute a large potential consumer base.
- Asia Pacific is the largest consumer electronics market, with growth primarily driven by China and India. The region also has the largest youth population, and working adults hungry for electronic gadgets.
- Western Europe and the US will continue to be hampered by economic woes and flagging consumer confidence.

Socio-demographic factors tied to consumer electronics sales

Population by Age Group 2015



Households with an Annual Disposable Income Over US\$5,000 2005-2015



Employed Female Population 2015

Country	Employed female ('000)	% of working population
China	339,728.1	68.6
India	129,287.2	32.2
US	69,690.2	65.2
Indonesia	45,835.8	54.9
Brazil	44,334.4	63.6
Russia	34,597.4	66.0
Nigeria	23,426.6	47.9
Vietnam	22,392.3	70.0

Internet Users 2005-2015

