

## **Pakistan Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-10-27 | 33 pages | MarketLine

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### **Report description:**

Pakistan Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Consumer Electronics Retail in Pakistan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.
- The Pakistani consumer electronics market had total revenues of \$7 billion in 2022, representing a compound annual growth rate (CAGR) of 4.4% between 2017 and 2022.
- The communications equipment segment accounted for the market's largest proportion in 2022, with total revenues of \$4.8 billion, equivalent to 68% of the market's overall value.
- The growth in the Pakistani consumer electronics market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the State Bank of Pakistan, the consumer confidence index in Pakistan reached 36.7 in June 2023, up from 31.6 in July 2022.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer

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electronics retail market in Pakistan

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Pakistan
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Pakistan consumer electronics retail market with five year forecasts

#### Reasons to Buy

- What was the size of the Pakistan consumer electronics retail market by value in 2022?
- What will be the size of the Pakistan consumer electronics retail market in 2027?
- What factors are affecting the strength of competition in the Pakistan consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Pakistan's consumer electronics retail market?

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