



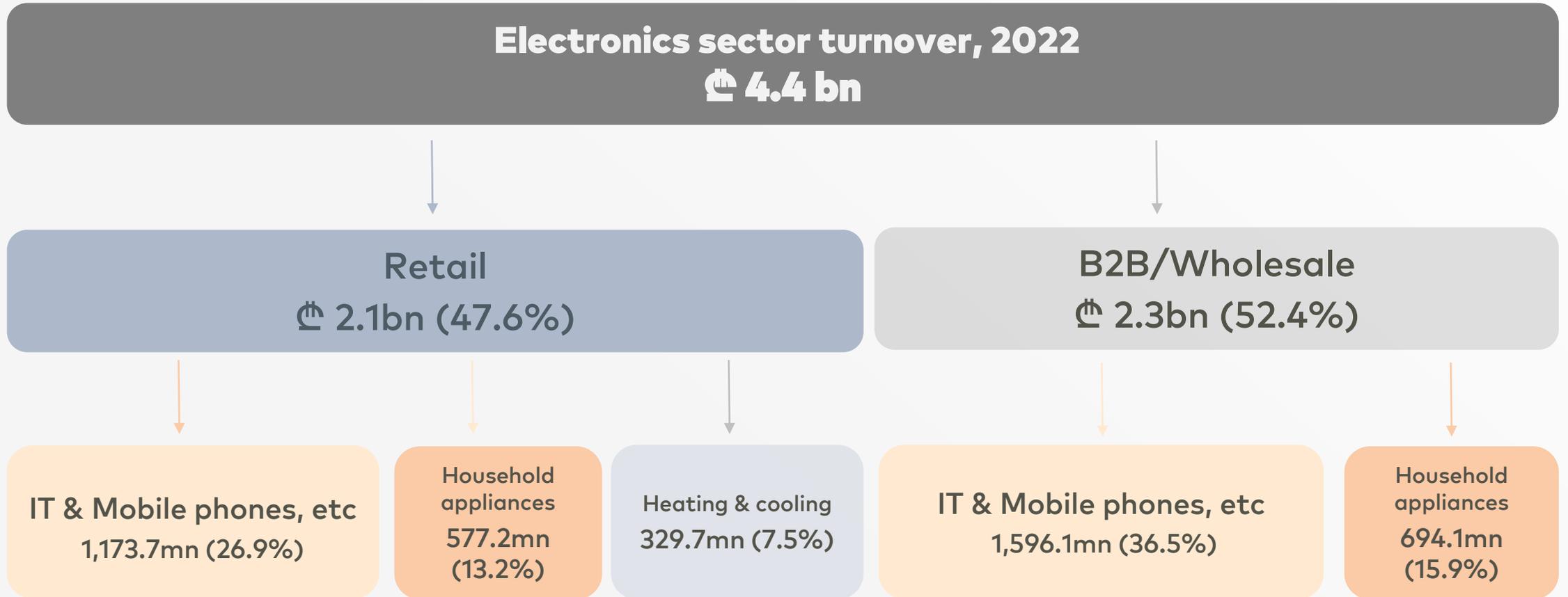
GALT & TAGGART
CREATING OPPORTUNITIES

Electronics Sector Overview

25 July 2023

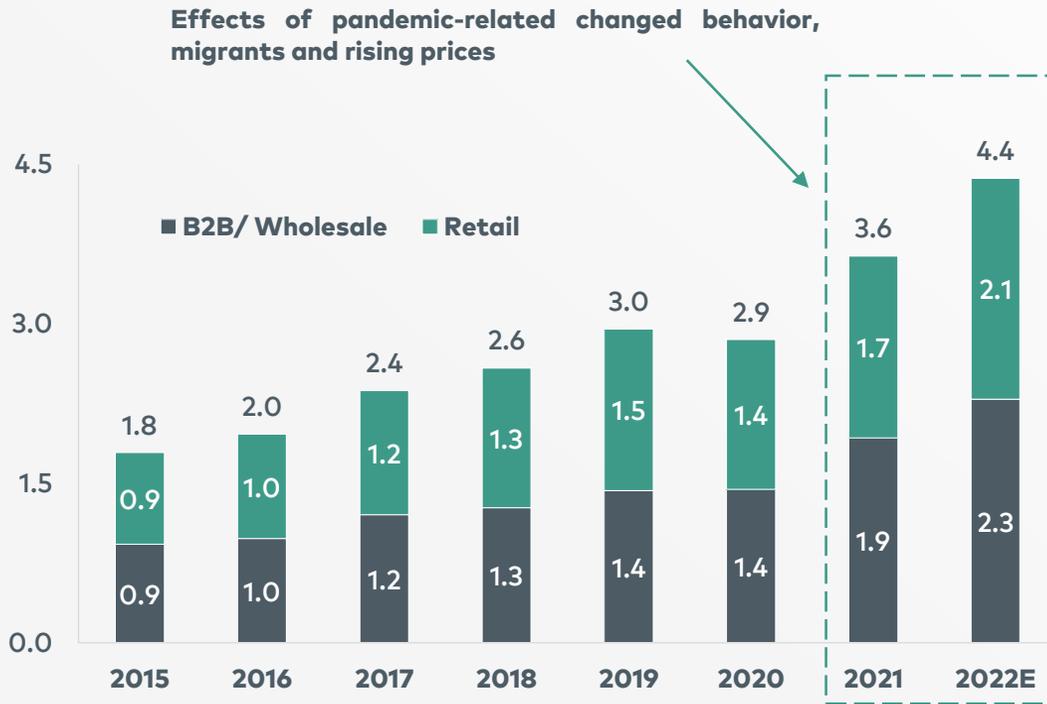


Electronics market size stood at GEL 4.4bn in 2022

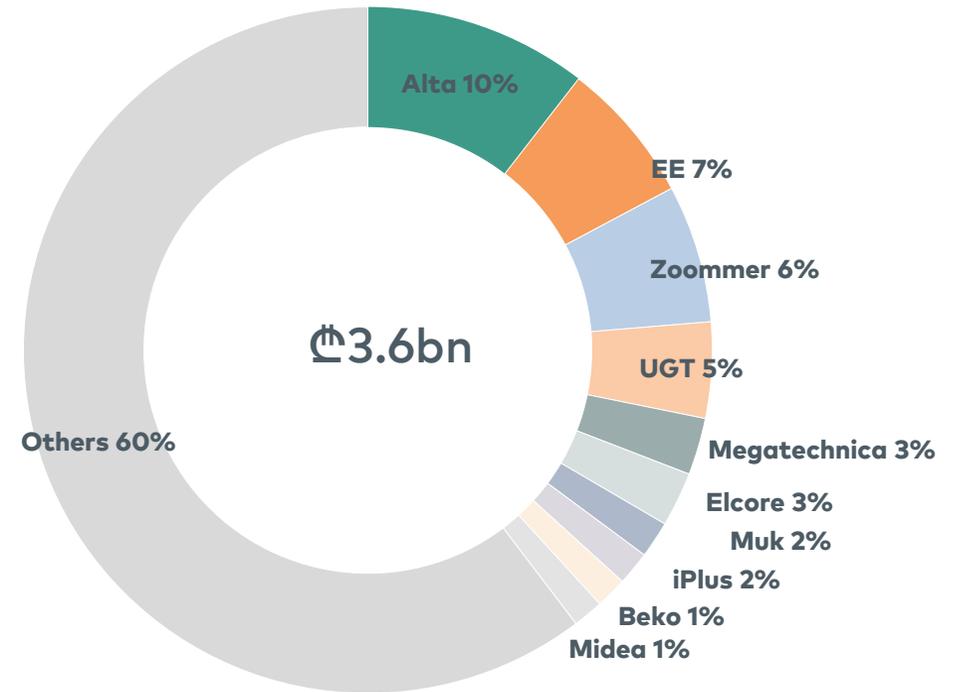


sector turnover surged in 2021-22

Electronics sector turnover, GEL bn



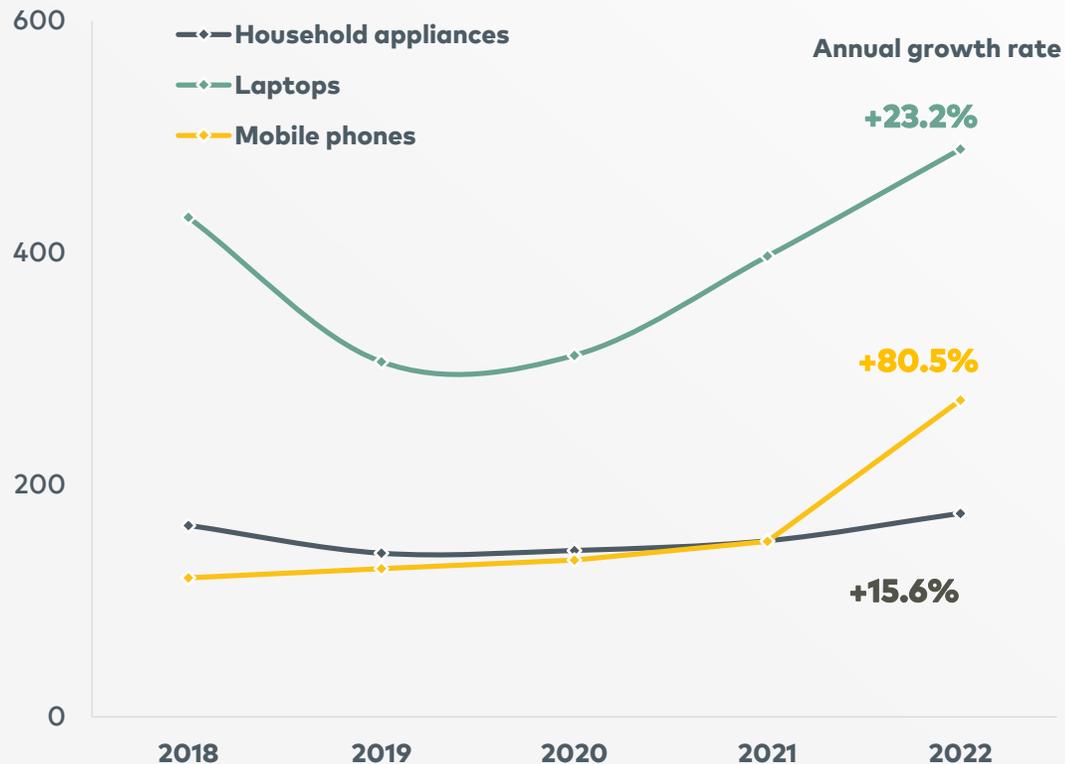
Key market players in the electronics sector, 2021



Source: SARAS, Geostat
Note: The consolidated revenue for Alta, UGT and Iplus

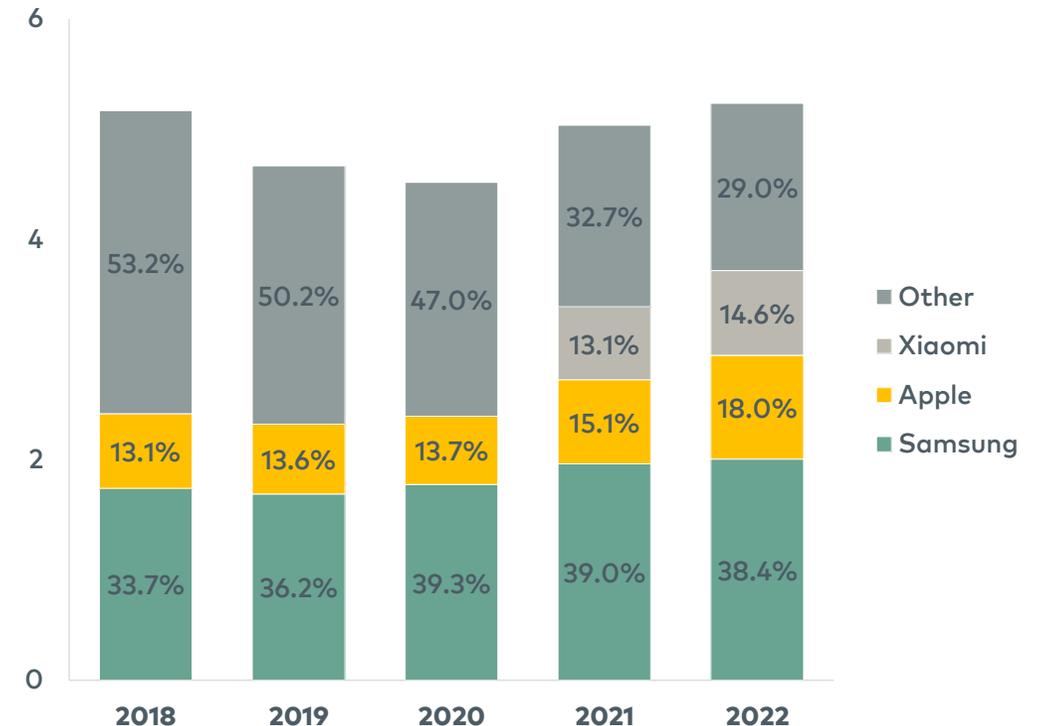
Increase in prices related to global factors and the demand for expensive products from migrants

Average import price per unit, USD



Source: MOF, CIF prices

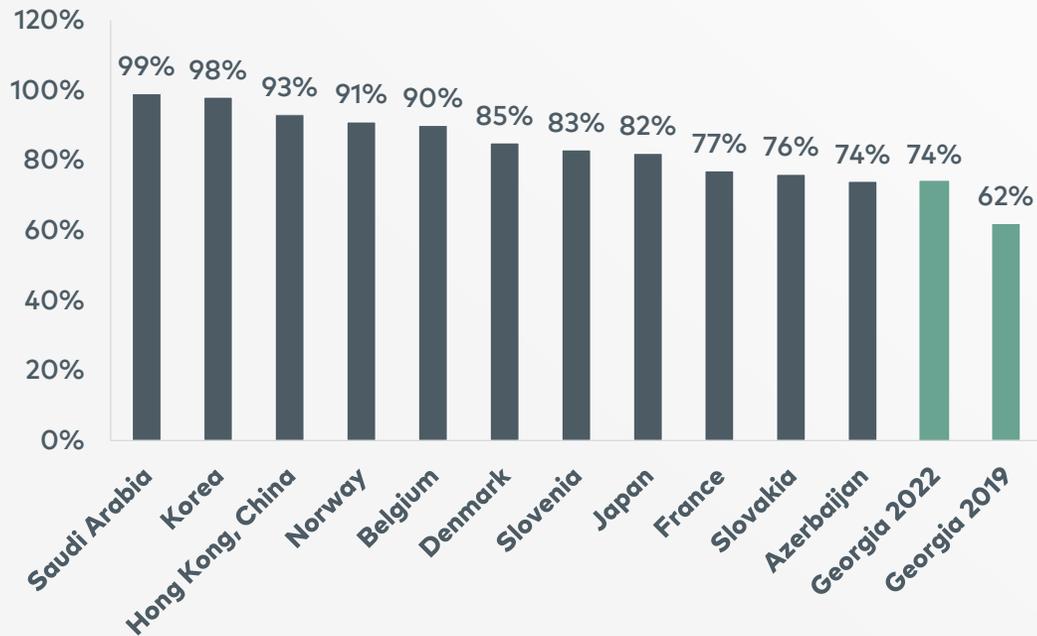
Number of active mobile phones in Georgia by brand, mn



Source: GNCC

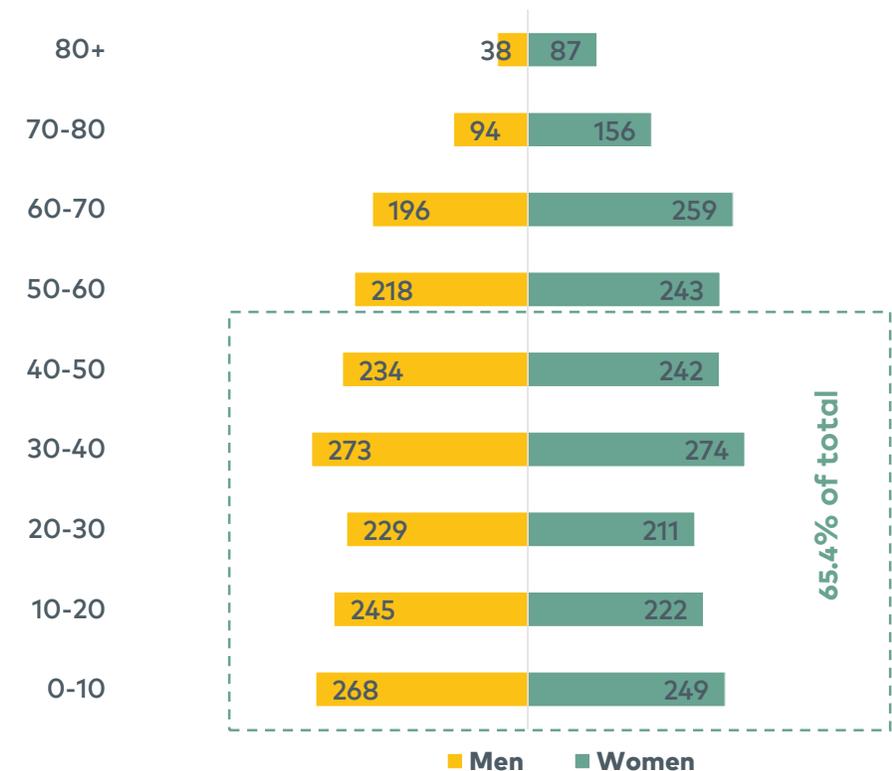
Demand for smartphones driven by low level of ownership and the abundance of young people

Smartphone ownership, % of total population



Source: Geostat, ITU
Note: Latest available data

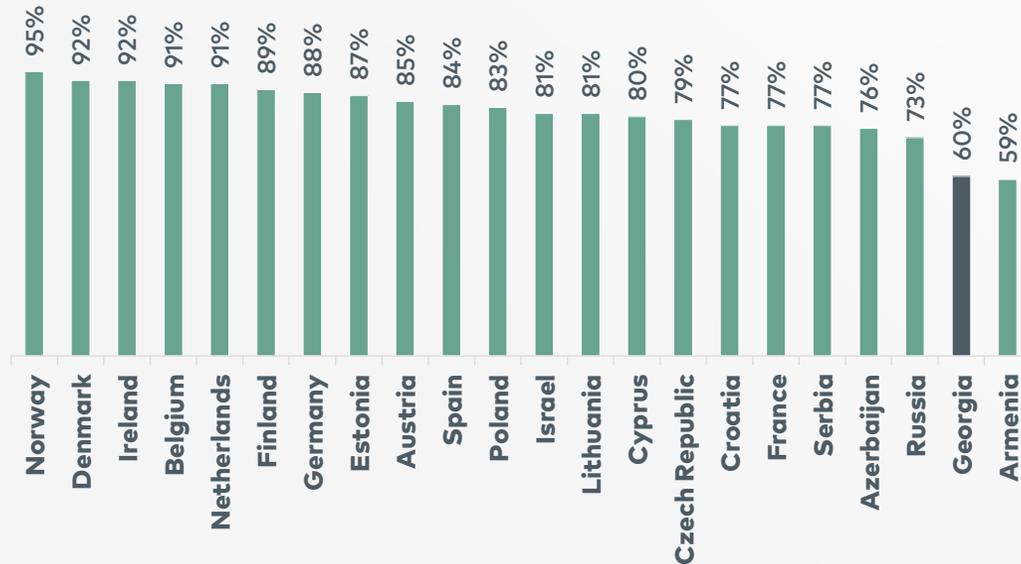
Georgian population structure, '000, 2022



Source: Geostat

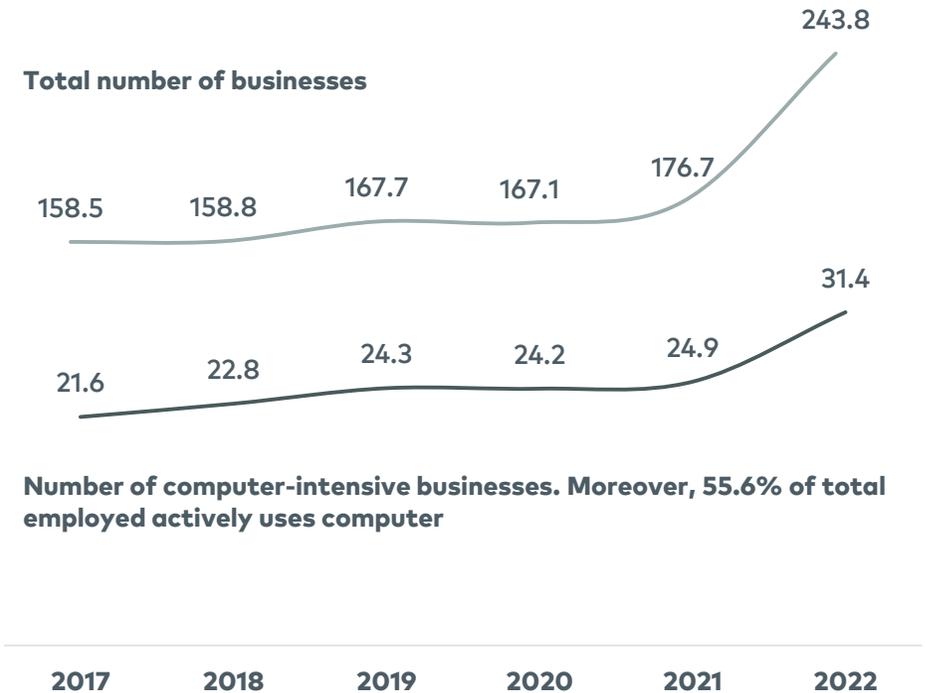
Demand for computers is driven by the low level of ownership and the growth of computerized businesses

Computer ownership among Georgian households and other countries



Source: Geostat, ITU
Note: Latest available data

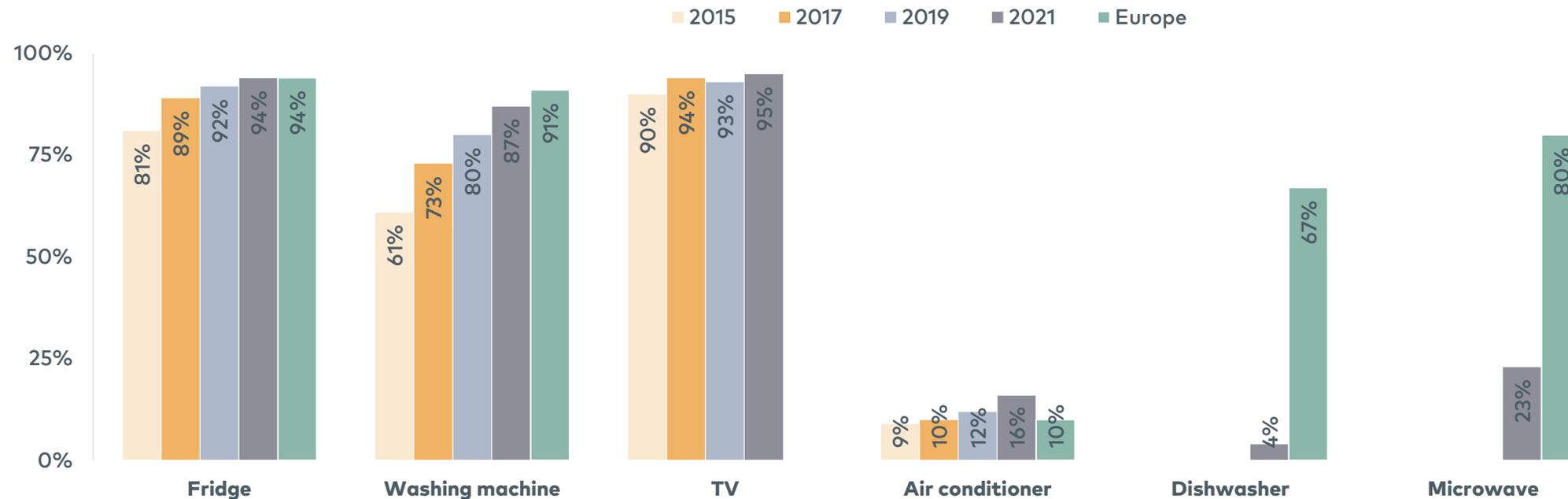
Active business entities in Georgia, '000



Source: Geostat, Galt & Taggart

Demand for other consumer electronics driven by replacement needs in essential household products, along with low ownership rates of non-essential items

Electronics ownership rates in Georgia (2015-21) and in Europe (2021)





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