



Computers and Peripherals in Chile

July 2024

Table of Contents

Computers and Peripherals in Chile - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

After two years of strong contraction, sales of computers and peripherals marginally improve

Lenovo launches its new ThinkBook concept, powered by AI

HP retains lead supported by wide product reach and strong distribution network

PROSPECTS AND OPPORTUNITIES

Retail specialisation and omnichannel are the strategies to adopt in this category

Gaming has potential to increase sales of high-end laptops

E-commerce will retain its importance in terms of distribution

CATEGORY DATA

Table 1 - Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 2 - Sales of Computers and Peripherals by Category: Value 2019-2024

Table 3 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 4 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Table 5 - Sales of Computers by Category: Business Volume 2019-2024

Table 6 - Sales of Computers by Category: Business Value MSP 2019-2024

Table 7 - Sales of Computers by Category: Business Volume Growth 2019-2024

Table 8 - Sales of Computers by Category: Business Value MSP Growth 2019-2024

Table 9 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024

Table 10 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024

Table 11 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024

Table 12 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 13 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029

Table 14 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029

Table 15 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029

Table 16 - Forecast Sales of Computers by Category: Business Volume 2024-2029

Table 17 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029

Table 18 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029

Table 19 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

Consumer Electronics in Chile - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 20 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 21 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/computers-and-peripherals-in-chile/report.