

Consumer Electronics in Chile

Market Direction | 2022-07-22 | 77 pages | Euromonitor

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Report description:

Consumer electronics experienced significant growth in 2021 compared to the previous year, despite Chile continuing to struggle with the fallout from the pandemic, as the global industry managed to address supply chain issues to address demand. The growth of consumer electronics in 2021 was largely supported by demand for computers and peripherals, smartphones and televisions, which were driven by two factors: the first being a partial rebound effect from previous closure of the dominant general...

Euromonitor International's Consumer Electronics in Chile report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Consumer Electronics market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Hewlett-Packard retains leadership, supported by e-commerce and advantageous position in general merchandise stores

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OLED TVs doubles in volume in 2022 in line with greater transition towards larger models in Chile

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