

Consumer Electronics in Colombia

Market Direction | 2022-07-27 | 79 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Much of the positive growth seen within consumer electronics in 2022 stems from lifestyle changes which took shape during the pandemic and have since taken hold. For example, the rise of e-commerce, and the expansion of work-from-home trends. These changes have benefited several product areas, particularly laptops, headphones and televisions, and look set to continue to do so.

Euromonitor International's Consumer Electronics in Colombia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, 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.

Table of Contents:

Consumer Electronics in Colombia

Euromonitor International

July 2022

List Of Contents And Tables

CONSUMER ELECTRONICS IN COLOMBIA

EXECUTIVE SUMMARY

Consumer electronics in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2017-2022

Table 2 Sales of Consumer Electronics by Category: Value 2017-2022

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2017-2022

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2018-2022

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2019-2022

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2017-2022

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2022-2027

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2022-2027

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2022-2027

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Work-from-home trend continues to support sales, but chip shortage presents supply problems

HP leads overall while Lenovo rules tablets

Printers fails to return to pandemic-era highs, resuming downward slide

PROSPECTS AND OPPORTUNITIES

Gamers curb the fall of desktops and offer opportunities for innovation in several product areas

Lifestyle patterns to drive future growth

Demand for higher-end tablets to propel premiumisation

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2017-2022

Table 13 Sales of Computers and Peripherals by Category: Value 2017-2022

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2017-2022

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2017-2022

Table 16 Sales of Computers by Category: Business Volume 2017-2022

Table 17 Sales of Computers by Category: Business Value MSP 2017-2022

Table 18 Sales of Computers by Category: Business Volume Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 19 Sales of Computers by Category: Business Value MSP Growth 2017-2022

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2018-2022

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2019-2022

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2017-2022

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2022-2027

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2022-2027

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2022-2027

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2022-2027

Table 27 Forecast Sales of Computers by Category: Business Volume 2022-2027

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2022-2027

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2022-2027

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2022-2027

IN-CAR ENTERTAINMENT IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Surge in car sales fails to save in-car entertainment from persistent decline

Garmin sits alone in in-car navigation

In-car navigation loses all relevance in face of smartphones' rise and incorporated systems in new cars

PROSPECTS AND OPPORTUNITIES

Innovation is indispensable if in-car entertainment has any hope of survival

Smartphones threatens all three product areas, with in-car navigation likely to crumble first

Reliance on e-commerce to increase as retailers show no interest in offering shelf space

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2017-2022

Table 32 Sales of In-Car Entertainment by Category: Value 2017-2022

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2017-2022

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2017-2022

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2018-2022

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2019-2022

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2017-2022

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2022-2027

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2022-2027

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2022-2027

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2022-2027

HOME AUDIO AND CINEMA IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

No respite for home audio and cinema as relentless fall persists

LG leads, with Samsung in second place

Soundbars stands out with positive performance in 2022

PROSPECTS AND OPPORTUNITIES

Chinese brands appeal through favourable price-quality ratio, while specialist stores cater to a niche consumer base

Streaming services support growth in soundbars

Connectivity trend still incipient in Colombia

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2017-2022

Table 43 Sales of Home Audio and Cinema by Category: Value 2017-2022

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2017-2022

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2017-2022

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2018-2022

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2019-2022

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2018-2022

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2022-2027

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2022-2027

Table 51 \square Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2022-2027

Table 52 \square Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2022-2027

HOME VIDEO IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

World Cup to drive growth in televisions in 2022, though streaming services present rising threat

Samsung and LG lead, but local players attract consumers with affordable options

Innovative technology from Samsung and LG raises the bar for quality in televisions

PROSPECTS AND OPPORTUNITIES

Streaming services to simultaneously support and undermine sales in televisions

Recent and future innovations to boost premiumisation in televisions, with rising interest in QLED technology

TCL joins competition with ambitious aims

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2017-2022

Table 54 Sales of Home Video by Category: Value 2017-2022

Table 55 Sales of Home Video by Category: % Volume Growth 2017-2022

Table 56 Sales of Home Video by Category: % Value Growth 2017-2022

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2017-2022

Table 58 NBO Company Shares of Home Video: % Volume 2018-2022

Table 59 LBN Brand Shares of Home Video: % Volume 2019-2022

Table 60 Distribution of Home Video by Channel: % Volume 2017-2022

Table 61 Forecast Sales of Home Video by Category: Volume 2022-2027

Table 62 \square Forecast Sales of Home Video by Category: Value 2022-2027

Table 63 \square Forecast Sales of Home Video by Category: % Volume Growth 2022-2027

Table 64 \square Forecast Sales of Home Video by Category: % Value Growth 2022-2027

Table 65 \square Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2022-2027

IMAGING DEVICES IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Downward trend resumes after short-lived growth spurt

Canon, Nikon and Sony command the landscape

Sports and action cameras stand alone with upward growth

PROSPECTS AND OPPORTUNITIES

Smartphones to continue to lure consumers through multifunctionality and accessible high-quality cameras

Action cameras present possible potential for future growth

Mirrorless cameras to see rising demand over the forecast period

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2017-2022

Table 67 Sales of Imaging Devices by Category: Value 2017-2022

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2017-2022

Table 69 Sales of Imaging Devices by Category: % Value Growth 2017-2022

Table 70 NBO Company Shares of Imaging Devices: % Volume 2018-2022

Table 71 LBN Brand Shares of Imaging Devices: % Volume 2019-2022

Table 72 Distribution of Imaging Devices by Channel: % Volume 2017-2022

Table 73 Forecast Sales of Imaging Devices by Category: Volume 2022-2027

Table 74 Forecast Sales of Imaging Devices by Category: Value 2022-2027

Table 75 □Forecast Sales of Imaging Devices by Category: % Volume Growth 2022-2027

Table 76 □Forecast Sales of Imaging Devices by Category: % Value Growth 2022-2027

PORTABLE PLAYERS IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wireless speakers steams ahead, leaving the rest in its wake

Bose leads wireless speakers, though landscape is still home to many unknowns

Portable media players plunges again, facing redundancy thanks to smartphones

PROSPECTS AND OPPORTUNITIES

Sonos looks set to bring more innovation to wireless speakers, which remains ripe for further development

Smartwatches joins smartphones in threat to topple portable media players, but wireless speakers will enjoy active innovation and development

E-readers unlikely to gain ground in Colombia

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2017-2022

Table 78 Sales of Portable Players by Category: Value 2017-2022

Table 79 Sales of Portable Players by Category: % Volume Growth 2017-2022

Table 80 Sales of Portable Players by Category: % Value Growth 2017-2022

Table 81 NBO Company Shares of Portable Players: % Volume 2018-2022

Table 82 LBN Brand Shares of Portable Players: % Volume 2019-2022

Table 83 Distribution of Portable Players by Channel: % Volume 2017-2022

Table 84 Forecast Sales of Portable Players by Category: Volume 2022-2027

Table 85 Forecast Sales of Portable Players by Category: Value 2022-2027

Table 86 □Forecast Sales of Portable Players by Category: % Volume Growth 2022-2027

Table 87 □Forecast Sales of Portable Players by Category: % Value Growth 2022-2027

MOBILE PHONES IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Global supply issues persist, contributing to consecutive falls in mobile phones

Xiaomi stays ahead, threatening both Samsung and Motorola

Consumers benefit from non-VAT days

PROSPECTS AND OPPORTUNITIES

Chinese brands predicted to gain further share, following in Xiaomi's footsteps

Discounted models set to become more visible in specialist stores

Premiumisation trend to cater to rising demand for greater functionality

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2017-2022

Table 89 Sales of Mobile Phones by Category: Value 2017-2022

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2017-2022

Table 91 Sales of Mobile Phones by Category: % Value Growth 2017-2022

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2019-2022

Table 93 NBO Company Shares of Mobile Phones: % Volume 2018-2022

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2019-2022

Table 95 Distribution of Mobile Phones by Channel: % Volume 2017-2022

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2022-2027

Table 97 □Forecast Sales of Mobile Phones by Category: Value 2022-2027

Table 98 □Forecast Sales of Mobile Phones by Category: % Volume Growth 2022-2027

Table 99 □Forecast Sales of Mobile Phones by Category: % Value Growth 2022-2027

Table 100 □Forecast Sales of Smartphones by Screen Size: % Retail Volume 2022-2027

WEARABLE ELECTRONICS IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health and wellness trends drive growth in wearable electronics, while consumers increasingly seek smartphone-like functionality

Apple Watch leads smart wearables while Xiaomi rules activity wearables

Wearable electronics attracts broader range of consumers

PROSPECTS AND OPPORTUNITIES

Rising consumers awareness to drive premiumisation; 5G offers potential for development

Smartwatches set to expand into contactless payment

Smartwatches to assume greater medical role

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2017-2022

Table 102 Sales of Wearable Electronics by Category: Value 2017-2022

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2017-2022

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2017-2022

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2018-2022

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2019-2022

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2017-2022

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2022-2027

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2022-2027

Table 110 □Forecast Sales of Wearable Electronics by Category: % Volume Growth 2022-2027

Table 111 □Forecast Sales of Wearable Electronics by Category: % Value Growth 2022-2027

HEADPHONES IN COLOMBIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mixed results in overall decline, with TWS earbuds rising fast

AirPods leads TWS earbuds while Sony leads wireless headbands

E-commerce plays key role in distribution of headphones

PROSPECTS AND OPPORTUNITIES

TWS earbuds will enjoy more rapid growth

Growth of wireless headbands to be supported by gaming trends

Headphones to see development in noise-cancellation functionality, and innovation inspired by hearables

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2017-2022

Table 113 Sales of Headphones by Category: Value 2017-2022

Table 114 Sales of Headphones by Category: % Volume Growth 2017-2022

Table 115 Sales of Headphones by Category: % Value Growth 2017-2022

Table 116 NBO Company Shares of Headphones: % Volume 2018-2022

Table 117 LBN Brand Shares of Headphones: % Volume 2019-2022

Table 118 Distribution of Headphones by Channel: % Volume 2017-2022

Table 119 Forecast Sales of Headphones by Category: Volume 2022-2027

Table 120 Forecast Sales of Headphones by Category: Value 2022-2027

Table 121 □Forecast Sales of Headphones by Category: % Volume Growth 2022-2027

Table 122 □Forecast Sales of Headphones by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Electronics in Colombia

Market Direction | 2022-07-27 | 79 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com