

## **Consumer Electronics in Chile**

Market Direction | 2023-07-25 | 73 pages | Euromonitor

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### **Report description:**

In 2022, most pandemic restrictions were lifted, and a strong negative impact was seen on volume sales of consumer electronics in Chile, with decline set to continue in 2023, although at a slower rate. These declines have been caused by a fall in demand across most product categories as a result of higher purchases by consumers in 2020 and 2021, most of which have not yet reached the end of their replacement cycle. Moreover, the country's current economic situation, which is marked by rising inf...

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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reliable information resources to help drive informed strategic planning.

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#### PROSPECTS AND OPPORTUNITIES

Further decline expected due to structural changes in how consumers listen to music  
 Popularity of analogue music among younger generations to maintain some interest  
 Shelf space likely to be reduced, except perhaps for sound bars

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