

**Computers and Peripherals in Chile**

Market Direction | 2024-07-17 | 21 pages | Euromonitor

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**Report description:**

Retail volume and value sales of computers and peripherals in Chile are experiencing a moderate improvement in 2024. This follows several years of strong decline, which is understandable when considering the demand at the peak of the pandemic during 2020-2021, generating the need to purchase these electronics for work and study at home. In addition, the Chilean government allowed several withdrawals of up to 10% from pensions over 2020-2021, which generated additional disposable income for consu...

Euromonitor International's Computers and Peripherals 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, Peripherals.

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

**Why buy this report?**

- \* Get a detailed picture of the Computers and Peripherals 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.

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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

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