Consumer Electronics in Chile

July 2024

Table of Contents

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In-Car Entertainment in Chile

KEY DATA FINDINGS

2024 DEVELOPMENTS

In-car entertainment continues to decline in Chile
Rise of smartphones and the incorporation of navigation systems in new cars mean in-car navigation has lost relevance
Pioneer leads a rapidly declining category

PROSPECTS AND OPPORTUNITIES

Despite declining demand, some premiumisation could remain
Regardless of technological limitations, development of innovative products can help overcome stagnation
Smaller brands will continue to place pressure on major players

CATEGORY DATA

Home Audio and Cinema in Chile

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further declines for home audio and cinema as products are becoming obsolete
Emerging brands are gaining relevance within products in decline
Sony regains category lead, narrowly surpassing LG

PROSPECTS AND OPPORTUNITIES

Increasing connectivity in Chile set to further impact category sales
Further digitalisation will influence how consumers listen to music

CATEGORY DATA

Home Video in Chile

KEY DATA FINDINGS

2024 DEVELOPMENTS

After two years of contraction, demand for televisions improves in 2024
Larger format and premium TVs continue to gain ground in Chile
Samsung launches new models, driving the AI era of displays
Samsung retains strong lead of home video, followed by LG

PROSPECTS AND OPPORTUNITIES

Innovation and promotions key elements to drive growth of home video
Players to continue focusing on quality and sustainability
Gamer segment could boost category sales

CATEGORY DATA

Headphones in Chile

KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite stagnation, demand for headphones remains above pre-pandemic levels
TWS earbuds remains most dynamic performer in headphones
AirPods and Xiaomi lead overall headphones with Motorola following at a distance

PROSPECTS AND OPPORTUNITIES

Innovation will remain essential to the future development of TWS earbuds
Promotional strategies will continue to strongly attract consumers
Players set to target omnichannel strategies and identify new avenues of distribution

CATEGORY DATA

Imaging Devices in Chile

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further fall in demand for imaging devices due to competition from smartphones
Social media is leading the way for Generation Z to become a new consumer group
Canon retains category lead ahead of GoPro

PROSPECTS AND OPPORTUNITIES

Action cameras will continue to offer potential for future growth
Social media is an important tool to boost the category
Limited shelf space and better range online offers potential for e-commerce

CATEGORY DATA

Mobile Phones in Chile

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for smartphones improves following two years of contraction
Further declines for feature phones due to niche target audience
Improvements in functionality, capacity, and access to information are key elements within smartphones
Samsung retains comfortable lead of smartphones despite competition from smaller players

PROSPECTS AND OPPORTUNITIES

Emerging brands predicted to gain further share
Social media will continue to increase influence as a vital tool to boost demand for smartphones
Promotional strategies will continue to strongly attract consumers

CATEGORY DATA

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