

Consumer Electronics in Latin America

October 2024

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INTRODUCTION

Scope Key findings

REGIONAL OVERVIEW

Portable consumer electronics the dominant category Latin America expected to record the best consumer electronics CAGR in 2024-2029 After the up and downs of recent years, steady growth is expected to 2029 Major decline in consumer electronics sales in Argentina in 2024 In-car entertainment losing sales across the region All the main categories record sales losses in 2019-2024 The major markets of Brazil and Mexico were recording positive growth in 2024 Big decline seen in the Argentinian consumer electronics market in 2024 Appliances and electronics specialists continue to lead sales in 2024 E-commerce gaining share throughout the 2019-2024 period

LEADING COMPANIES AND BRANDS

Relatively concentrated competitive landscapes Samsung a strong number one player in Latin America Most leading players present in all the region's main markets Apple brands move up the rankings in 2019-2024

FORECAST PROJECTIONS

Steady growth expected for consumer electronics in Latin America over 2024-2029 Al and 5G networks expected to be visible trends over the forecast period

COUNTRY SNAPSHOTS

Argentina: Market Context Argentina: Competitive and Retail Landscape Brazil: Market Context Brazil: Competitive and Retail Landscape Chile: Market Context Chile: Competitive and Retail Landscape Colombia: Market Context Colombia: Competitive and Retail Landscape Mexico: Market Context Mexico: Competitive and Retail Landscape

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