



# Consumer Electronics in Latin America

October 2024

Table of Contents

## 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

AI 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

---

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-electronics-in-latin-america/report](http://www.euromonitor.com/consumer-electronics-in-latin-america/report).