

# Computer Hardware Sales via Key Retail Formats in Chile to 2014

<https://marketpublishers.com/r/CEC65A077E1EN.html>

Date: February 2011

Pages: 31

Price: US\$ 495.00 (Single User License)

ID: CEC65A077E1EN

## Abstracts

### Introduction

Datamonitor's 'Computer Hardware Sales via Key Retail Formats in Chile to 2014' databook provides market value data for three key market segments and key retail distribution channels. It focuses on data and analysis of market revenues and segmentation.

### Scope

Computer hardware retail sales revenues and analysis from 2004 to 2009 and forecast values up to 2014.

Market value of categories which include computers, peripherals and devices, and storage devices

Current and forecast analysis of sales via major retail channels

in the computer hardware market as well as its sub-categories

## Highlights

Computer hardware retail sales in Chile increased at a compound annual growth rate of 9.4% between 2004 and 2009.

Computers sales led the computer hardware market with a share of 62.5% in 2009. Electricals and electronics retailers were the leading retail format for computers in 2009.

**Reasons to Purchase**

Design effective marketing and sales strategies by identifying the key growth categories and retail formats in terms of sales

Develop business strategies by understanding the quantitative trends within the computer hardware market in Chile

Understand the future direction of the market with reliable historical data and full five year forecasting

## Contents

### **DATAMONITOR VIEW**

Catalyst  
Summary  
Methodology  
Table of Contents  
List of Figures  
List of Tables

### **COMPUTER HARDWARE RETAIL SALES OVERVIEW**

Computer hardware retail market definition  
Computer hardware sales overview  
Computer hardware retail sales value, 2004-09  
Computer hardware retail sales value, 2009-14

### **COMPUTER HARDWARE MARKET SEGMENTATION**

Market sales analysis by category, 2004-09  
Market sales analysis by category, 2009-14

### **COMPUTER HARDWARE SALES ANALYSIS BY KEY RETAIL FORMATS**

Retail format definitions  
Computer hardware sales analysis by key retail formats, overview  
Computer hardware sales analysis by key retail formats actual, 2004-09  
Computer hardware sales analysis by key retail formats forecast, 2009-14

### **COMPUTERS SALES ANALYSIS BY KEY RETAIL FORMATS**

Computers sales analysis by key retail formats, overview  
Computers sales analysis by key retail formats actual, 2004-09  
Computers sales analysis by key retail formats forecast, 2009-14

### **PERIPHERALS AND DEVICES ANALYSIS BY KEY RETAIL FORMATS**

Peripherals and devices sales analysis by key retail formats, overview

Peripherals and devices sales analysis by key retail formats actual, 2004-09  
Peripherals and devices sales analysis by key retail formats forecast, 2009-14

## **STORAGE DEVICES SALES ANALYSIS BY KEY RETAIL FORMATS**

Storage devices sales analysis by key retail formats, overview  
Storage devices sales analysis by key retail formats actual, 2004-09  
Storage devices sales analysis by key retail formats forecast, 2009-14

## **APPENDIX**

Methodology  
Exchange rates  
Related research  
Datamonitor consulting  
Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: Computer hardware retail market definition

Table 2: Chile, sales of computer hardware, value (\$m), 2004-14

Table 3: Chile sales of computer hardware, value (\$m and CLPm), 2004-09

Table 4: Chile, forecast sales of computer hardware, value (\$m and CLPm), 2009-14

Table 5: Chile, sales of computer hardware, value break down by category (\$m), 2004-09

Table 6: Chile, forecast sales of computer hardware, value break down by category (\$m), 2009-14

Table 7: (Part 1) Retail format definitions

Table 8: (Part 2) Retail format definitions

Table 9: (Part 3) Retail format definitions

Table 10: Chile computer hardware, revenues split by key retail formats (\$m), 2004-09

Table 11: Chile, computer hardware forecast, revenues split by key retail formats (\$m), 2009-14

Table 12: Chile, computers, revenues split by key retail formats (\$m), 2004-09

Table 13: Chile, computers forecast, revenues split by key retail formats (\$m), 2009-14

Table 14: Chile, peripherals and devices, revenues split by key retail formats (\$m), 2004-09

Table 15: Chile, peripherals and devices forecast, revenues split by key retail formats (\$m), 2009-14

Table 16: Chile, storage devices, revenues split by key retail formats (\$m), 2004-09

Table 17: Chile, storage devices forecast, revenues split by key retail formats (\$m), 2009-14

## List Of Figures

### LIST OF FIGURES

Figure 1: Chile, sales of computer hardware, value (\$m), 2004-14

Figure 2: Chile , sales of computer hardware, value (\$m), 2004-09

Figure 3: Chile, forecast sales of computer hardware, value (\$m), 2009-14

Figure 4: Chile, sales of computer hardware, value break down by category (%), 2009

Figure 5: Chile, sales of computer hardware, value break down by category (\$m), 2004-09

Figure 6: Chile, sales of computer hardware, value break down by category (%), 2014

Figure 7: Chile, forecast sales of computer hardware, value break down by category (\$m), 2009-14

Figure 8: Chile, computer hardware, revenue split by key retail formats (%), 2009

Figure 9: Chile, computers, revenue split by key retail formats (%), 2009

Figure 10: Chile, peripherals and devices, revenue split by key retail formats (%), 2009

Figure 11: Chile, storage devices, revenue split by key retail formats (%), 2009

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