

Computer and Peripherals in Latin America

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Abstracts

Smartphones continue to be the biggest negative driver in the performance of computers and peripherals in Latin America, as consumers are opting for accessibly priced portable options without having to compromise on performance. Laptops have adapted to this new scenario via convertible formats, with mobility becoming a necessity in modern lifestyles. Consumers will also continue to look for more technologically specific attributes, such as faster graphics cards and longer battery life.

Euromonitor International's Computer and Peripherals in Latin America global briefing offers insight on emerging geographies, key growth categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, and offers strategic analysis of key factors influencing the market – be it new product developments, economic/lifestyle influences, distribution or pricing issues. From the latest innovations such as Smartphones, Ultrabooks and OLED TVs to existing technologies such as Laptops, Home Audio and Cinema Systems and In-Car Entertainment, Euromonitor International offers a consistent yet incisive snapshot of the Consumer Electronics industry. Forecasts illustrate how the market is set to change and the criteria for success over the next five years.

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

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Get a detailed picture of the Consumer Electronics 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.

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