

Computers and Peripherals in Latin America

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Abstracts

Strong shifts in consumer preferences to smartphones, and the growing average duration of replacement cycle of tablets and laptops, have resulted in a decline in the Latin American computers and peripherals market. Convertible laptops, even though expensive, are gaining popularity, especially amongst millennials, as they provide convenience for on-the-go usage. The future outlook looks promising for products with high technical specs, as consumers demand more connected products.

Euromonitor International's Computers 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.

Product coverage: Computers and Peripherals, Digital Cameras by Type, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics, Tablets by OS.

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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