

Consumer Electronics in Colombia

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Abstracts

2022 into 2023 has been difficult for consumer electronics in Colombia, with a contraction in both volume and current value sales. Internal and external factors influenced shrinkage in many categories. Among the most significant was the fact that, during the COVID-19 pandemic, growth was disproportionate. In addition, the newly elected government eliminated non-VAT days (Días Sin IVA) when selected products did not carry value-added tax. Smartphones were among these products, and since June 2020...

Euromonitor International's Consumer Electronics in Colombia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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COMPUTERS AND PERIPHERALS IN COLOMBIA

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Computers and peripherals suffers from loss of consumer purchasing power in 2023

HP leads the category, supported by advantageous positioning in hypermarkets and appliances and electronics specialists

Desktops suffers the greatest contraction within computer and peripherals

PROSPECTS AND OPPORTUNITIES

Innovation and promotions will be essential drivers of sales in the coming years

Political and economic uncertainty may affect the category in the short term

Retail specialisation and omnichannel are key for category development

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