

Computers and Peripherals in Chile

July 2023

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2023 DEVELOPMENTS

Despite seeing decline, volume sales remain higher than the pre-pandemic level

Gaming and demand for longevity boost sales of bigger-ticket laptops

Companies take every opportunity to sell unused stocks

PROSPECTS AND OPPORTUNITIES

Further decline expected as consumers limit replacements and buy cheaper models

Samsung's new laptop series might fail to gain notable traction due to its high price

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