

Computers and Peripherals in Argentina

July 2023

Table of Contents

Computers and Peripherals in Argentina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Accelerated replacement cycle contributes to negative volume growth in computers
Sales of printers drop for the third year in a row, with Epson outperforming HP
Imported brands control the category but are increasingly challenged by local players

PROSPECTS AND OPPORTUNITIES

New import tariff set to encourage local production of tablets and notebooks
Gaming to remain a key driver of sales of all computers, especially gaming laptops
Migration from desktops to laptops set to continue building over the forecast period

CATEGORY DATA

Table 1 - Sales of Computers and Peripherals by Category: Volume 2018-2023
Table 2 - Sales of Computers and Peripherals by Category: Value 2018-2023
Table 3 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023
Table 4 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023
Table 5 - Sales of Computers by Category: Business Volume 2018-2023
Table 6 - Sales of Computers by Category: Business Value MSP 2018-2023
Table 7 - Sales of Computers by Category: Business Volume Growth 2018-2023
Table 8 - Sales of Computers by Category: Business Value MSP Growth 2018-2023
Table 9 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023
Table 10 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023
Table 11 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023
Table 12 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028
Table 13 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
Table 14 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
Table 15 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
Table 16 - Forecast Sales of Computers by Category: Business Volume 2023-2028
Table 17 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028
Table 18 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
Table 19 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

Consumer Electronics in Argentina - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 20 - Sales of Consumer Electronics by Category: Volume 2018-2023
Table 21 - Sales of Consumer Electronics by Category: Value 2018-2023
Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023
Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023
Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023
Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/computers-and-peripherals-in-argentina/report.