

Consumer Electronics in Chile

July 2023

Table of Contents

Consumer Electronics in Chile

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Chile

KEY DATA FINDINGS

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

Price rises could lead to growth in the popularity of mini PCs

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 - Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 - Sales of Computers by Category: Business Volume 2018-2023

Table 17 - Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 - Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

- Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
- Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
- Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
- Table 27 - Forecast Sales of Computers by Category: Business Volume 2023-2028
- Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028
- Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
- Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

In-Car Entertainment in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Volume decline continues, although value sales maintain growth
- Smartphone apps continue to drive down sales within in-car navigation
- Cheaper brands remain popular in all categories

PROSPECTS AND OPPORTUNITIES

- Volume decline set to continue due to pre-installed devices in new cars
- Premiumisation trend expected, despite volume decline
- Lower prices set to continue the shift to retail e-commerce

CATEGORY DATA

- Table 31 - Sales of In-Car Entertainment by Category: Volume 2018-2023
- Table 32 - Sales of In-Car Entertainment by Category: Value 2018-2023
- Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
- Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
- Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
- Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
- Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
- Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
- Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
- Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
- Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

Home Audio and Cinema in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Continued significant decline due to the impact of substitution
- Inflation and premiumisation lead to slower value decline than volume
- Sound bars are offered with purchases of televisions, driving down stand-alone sales

PROSPECTS AND OPPORTUNITIES

- Further decline expected due to structural changes in how consumers listen to music
- Popularity of analogue music among younger generations to maintain some interest
- Shelf space likely to be reduced, except perhaps for sound bars

CATEGORY DATA

- Table 42 - Sales of Home Audio and Cinema by Category: Volume 2018-2023
- Table 43 - Sales of Home Audio and Cinema by Category: Value 2018-2023
- Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
- Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

- Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
- Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
- Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
- Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
- Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
- Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
- Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

Home Video in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sales decline, falling below the 2019 level as most demand is fulfilled in 2021
- Hisense partners with Falabella to expand in Chile
- Xiaomi expands its product range in Chile, moving into televisions

PROSPECTS AND OPPORTUNITIES

- Consumer caution expected to contribute to continued decline
- The stronger competition in OLED TVs set to drive a return to growth
- New LCD technologies likely to maintain higher sales of LCD TVs than OLED TVs

CATEGORY DATA

- Table 53 - Sales of Home Video by Category: Volume 2018-2023
- Table 54 - Sales of Home Video by Category: Value 2018-2023
- Table 55 - Sales of Home Video by Category: % Volume Growth 2018-2023
- Table 56 - Sales of Home Video by Category: % Value Growth 2018-2023
- Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
- Table 58 - NBO Company Shares of Home Video: % Volume 2019-2023
- Table 59 - LBN Brand Shares of Home Video: % Volume 2020-2023
- Table 60 - Distribution of Home Video by Channel: % Volume 2018-2023
- Table 61 - Forecast Sales of Home Video by Category: Volume 2023-2028
- Table 62 - Forecast Sales of Home Video by Category: Value 2023-2028
- Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028
- Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028
- Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

Headphones in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Exceptional growth earlier in the review period limits replacement demand in 2023
- Move from mass to premium products in wireless headbands
- Brands in smartphones extend into headphones to leverage their ecosystems

PROSPECTS AND OPPORTUNITIES

- TWS earbuds set to drive growth as penetration increases and technology improves
- Players improve technology in TWS earbuds to meet consumer demands
- Technological advances also set to continue in wireless headbands

CATEGORY DATA

- Table 66 - Sales of Headphones by Category: Volume 2018-2023
- Table 67 - Sales of Headphones by Category: Value 2018-2023

- Table 68 - Sales of Headphones by Category: % Volume Growth 2018-2023
- Table 69 - Sales of Headphones by Category: % Value Growth 2018-2023
- Table 70 - NBO Company Shares of Headphones: % Volume 2019-2023
- Table 71 - LBN Brand Shares of Headphones: % Volume 2020-2023
- Table 72 - Distribution of Headphones by Channel: % Volume 2018-2023
- Table 73 - Forecast Sales of Headphones by Category: Volume 2023-2028
- Table 74 - Forecast Sales of Headphones by Category: Value 2023-2028
- Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028
- Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2023-2028

Imaging Devices in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sales continue to fall due to substitution
- Social media leads generation Z to become a new consumer group
- Premiumisation, but relevance declines due to smartphones and digital cameras

PROSPECTS AND OPPORTUNITIES

- Continued development of smartphone image quality set to drive further declines
- Limited shelf space and better range online set to drive consumers to e-commerce

CATEGORY DATA

- Table 77 - Sales of Imaging Devices by Category: Volume 2018-2023
- Table 78 - Sales of Imaging Devices by Category: Value 2018-2023
- Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023
- Table 80 - Sales of Imaging Devices by Category: % Value Growth 2018-2023
- Table 81 - NBO Company Shares of Imaging Devices: % Volume 2019-2023
- Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023
- Table 83 - Distribution of Imaging Devices by Channel: % Volume 2018-2023
- Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028
- Table 85 - Forecast Sales of Imaging Devices by Category: Value 2023-2028
- Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
- Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

Mobile Phones in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Decline for mobile phones, as sales normalise after a couple of years of growth
- Chileans look for Apple products at low prices, disrupting the competitive landscape
- Other companies have trouble fighting Apple due to problems moving old stock

PROSPECTS AND OPPORTUNITIES

- Normalisation of growth expected, after a period of disruption
- Move to 5G mobile phones set to accelerate
- Newer entrants likely to perform well due to mindset of Chilean consumers

CATEGORY DATA

- Table 88 - Sales of Mobile Phones by Category: Volume 2018-2023
- Table 89 - Sales of Mobile Phones by Category: Value 2018-2023
- Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023

- Table 91 - Sales of Mobile Phones by Category: % Value Growth 2018-2023
- Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023
- Table 93 - NBO Company Shares of Mobile Phones: % Volume 2019-2023
- Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023
- Table 95 - Distribution of Mobile Phones by Channel: % Volume 2018-2023
- Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028
- Table 97 - Forecast Sales of Mobile Phones by Category: Value 2023-2028
- Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
- Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028
- Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

Portable Players in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Wireless speakers drives growth due to wide product range and convenience
- E-readers returns to growth, but this is not set to last, as habits are changing
- With the premiumisation trend in wireless speakers, value sales see a dynamic rise

PROSPECTS AND OPPORTUNITIES

- Growth in portable players to be driven by continued dynamism of wireless speakers
- Continued decline for portable media players, despite more sophisticated options
- Smart speakers set for growth, despite some security concerns

CATEGORY DATA

- Table 101 - Sales of Portable Players by Category: Volume 2018-2023
- Table 102 - Sales of Portable Players by Category: Value 2018-2023
- Table 103 - Sales of Portable Players by Category: % Volume Growth 2018-2023
- Table 104 - Sales of Portable Players by Category: % Value Growth 2018-2023
- Table 105 - NBO Company Shares of Portable Players: % Volume 2019-2023
- Table 106 - LBN Brand Shares of Portable Players: % Volume 2020-2023
- Table 107 - Distribution of Portable Players by Channel: % Volume 2018-2023
- Table 108 - Forecast Sales of Portable Players by Category: Volume 2023-2028
- Table 109 - Forecast Sales of Portable Players by Category: Value 2023-2028
- Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
- Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

Wearable Electronics in Chile

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Wide product range attracts more consumers, maintaining solid volume growth
- Consumers increasingly choose smart wearables over digital activity watches
- Stable rankings, with Huawei maintaining its lead

PROSPECTS AND OPPORTUNITIES

- Smart wearables set to drive growth as consumers value the features and designs
- Activity brands projected to decline as consumers trade up
- Although smartwatches will continue to dominate, smart rings has growth potential

CATEGORY DATA

- Table 112 - Sales of Wearable Electronics by Category: Volume 2018-2023

Table 113 - Sales of Wearable Electronics by Category: Value 2018-2023

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

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/consumer-electronics-in-chile/report.