

Computers and Peripherals in Chile

July 2024

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2024 DEVELOPMENTS

After two years of strong contraction, sales of computers and peripherals marginally improve

Lenovo launches its new ThinkBook concept, powered by AI

HP retains lead supported by wide product reach and strong distribution network

PROSPECTS AND OPPORTUNITIES

Retail specialisation and omnichannel are the strategies to adopt in this category

Gaming has potential to increase sales of high-end laptops

E-commerce will retain its importance in terms of distribution

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