



Consumer Electronics in Colombia

July 2024

Table of Contents

Consumer Electronics in Colombia

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 2 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further fall in volume sales in 2024

HP leads but Lenovo gaining ground

VAT exemption lowers retail prices

PROSPECTS AND OPPORTUNITIES

Modest volume growth over forecast period

Business sales and gaming fare better

Continuing innovation

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 13 - Sales of Computers and Peripherals by Category: Value 2019-2024

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Table 16 - Sales of Computers by Category: Business Volume 2019-2024

Table 17 - Sales of Computers by Category: Business Value MSP 2019-2024

Table 18 - Sales of Computers by Category: Business Volume Growth 2019-2024

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2019-2024

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

- Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
- Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
- Table 27 - Forecast Sales of Computers by Category: Business Volume 2024-2029
- Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029
- Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
- Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

In-Car Entertainment in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Obsolescence continues eroding demand for in-car entertainment
- No new challengers in declining sector
- Declining car sales also dampens volume sales

PROSPECTS AND OPPORTUNITIES

- Focus on other transport options further drives down volume sales
- Smartphones continue to threaten
- No change in distribution

CATEGORY DATA

- Table 31 - Sales of In-Car Entertainment by Category: Volume 2019-2024
- Table 32 - Sales of In-Car Entertainment by Category: Value 2019-2024
- Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2019-2024
- Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2019-2024
- Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2020-2024
- Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2021-2024
- Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2019-2024
- Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2024-2029
- Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2024-2029
- Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2024-2029
- Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2024-2029

Home Audio and Cinema in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Further volume decline in 2024
- Sound bars sustain sales of speakers
- Aggressive promotions are not enough to drive sales

PROSPECTS AND OPPORTUNITIES

- Projected volume declines
- Vinyl ray of sunshine among overall decline
- Players adopt omnichannel approach

CATEGORY DATA

- Table 42 - Sales of Home Audio and Cinema by Category: Volume 2019-2024
- Table 43 - Sales of Home Audio and Cinema by Category: Value 2019-2024
- Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2019-2024
- Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2019-2024

- Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2020-2024
- Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2021-2024
- Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2020-2024
- Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2024-2029
- Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2024-2029
- Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2024-2029
- Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2024-2029

Home Video in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Volume sales unchanged in 2024
- LCD and OLED TVs continue to be popular
- Rise of second-tier brands

PROSPECTS AND OPPORTUNITIES

- Continuing innovation over forecast period
- Connectivity a must-have in televisions
- Brick-and-mortar stores continue to be relevant

CATEGORY DATA

- Table 53 - Sales of Home Video by Category: Volume 2019-2024
- Table 54 - Sales of Home Video by Category: Value 2019-2024
- Table 55 - Sales of Home Video by Category: % Volume Growth 2019-2024
- Table 56 - Sales of Home Video by Category: % Value Growth 2019-2024
- Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2019-2024
- Table 58 - NBO Company Shares of Home Video: % Volume 2020-2024
- Table 59 - LBN Brand Shares of Home Video: % Volume 2021-2024
- Table 60 - Distribution of Home Video by Channel: % Volume 2019-2024
- Table 61 - Forecast Sales of Home Video by Category: Volume 2024-2029
- Table 62 - Forecast Sales of Home Video by Category: Value 2024-2029
- Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2024-2029
- Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2024-2029
- Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2024-2029

Headphones in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Headphones seeing robust growth
- Competition intensifying within TWS earbuds
- Positive growth for wireless headbands

PROSPECTS AND OPPORTUNITIES

- Continued growth over forecast period
- E-commerce important channel for distribution
- Performance of smartphones influences that of headphones

CATEGORY DATA

- Table 66 - Sales of Headphones by Category: Volume 2019-2024
- Table 67 - Sales of Headphones by Category: Value 2019-2024

- Table 68 - Sales of Headphones by Category: % Volume Growth 2019-2024
- Table 69 - Sales of Headphones by Category: % Value Growth 2019-2024
- Table 70 - NBO Company Shares of Headphones: % Volume 2020-2024
- Table 71 - LBN Brand Shares of Headphones: % Volume 2021-2024
- Table 72 - Distribution of Headphones by Channel: % Volume 2019-2024
- Table 73 - Forecast Sales of Headphones by Category: Volume 2024-2029
- Table 74 - Forecast Sales of Headphones by Category: Value 2024-2029
- Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2024-2029
- Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2024-2029

Imaging Devices in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Shrinking demand for imaging devices
- Increasing popularity of second-hand devices
- Canon and GoPro remain top players

PROSPECTS AND OPPORTUNITIES

- Bleak outlook over forecast period
- GoPro gains further share over the forecast period
- Players adopt omnichannel approach

CATEGORY DATA

- Table 77 - Sales of Imaging Devices by Category: Volume 2019-2024
- Table 78 - Sales of Imaging Devices by Category: Value 2019-2024
- Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2019-2024
- Table 80 - Sales of Imaging Devices by Category: % Value Growth 2019-2024
- Table 81 - NBO Company Shares of Imaging Devices: % Volume 2020-2024
- Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2021-2024
- Table 83 - Distribution of Imaging Devices by Channel: % Volume 2019-2024
- Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2024-2029
- Table 85 - Forecast Sales of Imaging Devices by Category: Value 2024-2029
- Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2024-2029
- Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2024-2029

Mobile Phones in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Fall in volume sales in 2024
- Emergence of refurbished phones
- Xiaomi leads, closely followed by Samsung and Lenovo

PROSPECTS AND OPPORTUNITIES

- Rollout of 5G boosts sales of smartphones
- Players drive value-added opportunities
- Trade in second-hand phones continues to grow

CATEGORY DATA

- Table 88 - Sales of Mobile Phones by Category: Volume 2019-2024
- Table 89 - Sales of Mobile Phones by Category: Value 2019-2024

- Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2019-2024
- Table 91 - Sales of Mobile Phones by Category: % Value Growth 2019-2024
- Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2021-2024
- Table 93 - NBO Company Shares of Mobile Phones: % Volume 2020-2024
- Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2021-2024
- Table 95 - Distribution of Mobile Phones by Channel: % Volume 2019-2024
- Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2024-2029
- Table 97 - Forecast Sales of Mobile Phones by Category: Value 2024-2029
- Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2024-2029
- Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2024-2029
- Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2024-2029

Portable Players in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Volume sales continue to decline for e-readers and other portable players
- Wireless speakers drive growth
- Three top players dominate

PROSPECTS AND OPPORTUNITIES

- Healthy volume growth for wireless speakers
- Media streaming set to gather pace
- Further innovation in wireless speakers

CATEGORY DATA

- Table 101 - Sales of Portable Players by Category: Volume 2019-2024
- Table 102 - Sales of Portable Players by Category: Value 2019-2024
- Table 103 - Sales of Portable Players by Category: % Volume Growth 2019-2024
- Table 104 - Sales of Portable Players by Category: % Value Growth 2019-2024
- Table 105 - NBO Company Shares of Portable Players: % Volume 2020-2024
- Table 106 - LBN Brand Shares of Portable Players: % Volume 2021-2024
- Table 107 - Distribution of Portable Players by Channel: % Volume 2019-2024
- Table 108 - Forecast Sales of Portable Players by Category: Volume 2024-2029
- Table 109 - Forecast Sales of Portable Players by Category: Value 2024-2029
- Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2024-2029
- Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2024-2029

Wearable Electronics in Colombia

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Healthy performance in 2024
- Competition increasing in smart wearables
- E-commerce important channel for distribution

PROSPECTS AND OPPORTUNITIES

- Ongoing shift towards smart wearables
- Wellbeing and convenience remains key drivers of value sales
- Replacement cycle of wearables set to lengthen

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2019-2024
Table 113 - Sales of Wearable Electronics by Category: Value 2019-2024
Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2019-2024
Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2019-2024
Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2020-2024
Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2021-2024
Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2019-2024
Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2024-2029
Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2024-2029
Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2024-2029
Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2024-2029

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-colombia/report.