

Computers and Peripherals in Argentina

July 2023

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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

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Consumer Electronics in Argentina - Industry Overview

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