



Euromonitor
International

Computers and Peripherals in Mexico

August 2025

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Computers and Peripherals in Mexico - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Laptops and tablets lead growth as consumers look for portability without loss of performance
Preference for eco-efficient and multifunctional printers
Younger people, including content creators and gamers, drive growth for high-performance devices

PROSPECTS AND OPPORTUNITIES

Slow and stable growth, with the older population set to be a major consumer base
Consumers will look for more power and the speed to multitask
Growth of hybrid education and digitalised school models

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