



Euromonitor
International

Computers and Peripherals in Argentina

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Computers and Peripherals in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Economic turmoil and import recovery shapes computers and peripherals in Argentina
Hewlett-Packard Argentina SRL leads while second-placed Lenovo SA records strong growth
Specialist retailers dominate sales of computer and peripherals while retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Laptop growth is not set to be strong enough to offset an overall decline
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