

Consumer Electronics in Latin America

October 2024

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Latin America expected to record the best consumer electronics CAGR in 2024-2029

After the up and downs of recent years, steady growth is expected to 2029

Major decline in consumer electronics sales in Argentina in 2024

In-car entertainment losing sales across the region

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Appliances and electronics specialists continue to lead sales in 2024

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Relatively concentrated competitive landscapes

Samsung a strong number one player in Latin America

Most leading players present in all the region's main markets

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Argentina: Competitive and Retail Landscape

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Brazil: Competitive and Retail Landscape

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Chile: Competitive and Retail Landscape

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Mexico: Market Context

Mexico: Competitive and Retail Landscape

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