

# Consumer Electronics in Argentina

July 2023

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# Consumer Electronics in Argentina

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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

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# PROSPECTS AND OPPORTUNITIES

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## PROSPECTS AND OPPORTUNITIES

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## PROSPECTS AND OPPORTUNITIES

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