

# Computers and Peripherals in Mexico

July 2023

**Table of Contents** 

# Computers and Peripherals in Mexico - Category analysis

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Demand continues to stabilise in 2023

Robust work from home trend informs pattern of demand for computers and peripherals Gaming offers growth opportunities

# PROSPECTS AND OPPORTUNITIES

Laptops to cannibalise desktops and tablets

Shift to paperless as smartphones gain importance

The competition is set to intensify

#### CATEGORY DATA

- Table 1 Sales of Computers and Peripherals by Category: Volume 2018-2023
- Table 2 Sales of Computers and Peripherals by Category: Value 2018-2023
- Table 3 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023
- Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023
- Table 5 Sales of Computers by Category: Business Volume 2018-2023
- Table 6 Sales of Computers by Category: Business Value MSP 2018-2023
- Table 7 Sales of Computers by Category: Business Volume Growth 2018-2023
- Table 8 Sales of Computers by Category: Business Value MSP Growth 2018-2023
- Table 9 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023
- Table 10 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023
- Table 11 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023
- Table 12 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028
- Table 13 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
- Table 14 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
- Table 15 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
- Table 16 Forecast Sales of Computers by Category: Business Volume 2023-2028
- Table 17 Forecast Sales of Computers by Category: Business Value MSP 2023-2028
- Table 18 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
- Table 19 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

# Consumer Electronics in Mexico - Industry Overview

# EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

## MARKET DATA

- Table 20 Sales of Consumer Electronics by Category: Volume 2018-2023
- Table 21 Sales of Consumer Electronics by Category: Value 2018-2023
- Table 22 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
- Table 23 Sales of Consumer Electronics by Category: % Value Growth 2018-2023
- Table 24 NBO Company Shares of Consumer Electronics: % Volume 2019-2023
- Table 25 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
- Table 26 Distribution of Consumer Electronics by Channel: % Volume 2018-2023
- Table 27 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
- Table 28 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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**SOURCES** 

Summary 1 - Research Sources

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