

Computers and Peripherals in Colombia

July 2023

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Computers and Peripherals in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Computers and peripherals suffers from loss of consumer purchasing power in 2023

HP leads the category, supported by advantageous positioning in hypermarkets and appliances and electronics specialists

Desktops suffers the greatest contraction within computer and peripherals

PROSPECTS AND OPPORTUNITIES

Innovation and promotions will be essential drivers of sales in the coming years

Political and economic uncertainty may affect the category in the short term

Retail specialisation and omnichannel are key for category development

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