

In-Home Consumer Electronics in Latin America

October 2022

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REGIONAL OVERVIEW

In-home consumer electronics is struggling in Latin America

Falling Brazilian sales mean decline for Latin America for most of 2017-2027

Streaming affecting sales of in-home consumer electronics products

OLED TVs by some way the most dynamic in-home consumer electronics category

Televisions continue to dominate sales of in-home consumer electronics products

Competition from other products and services hurting in-home consumer electronics

Appliances and electronics specialists still the main sales channel in Latin America

E-commerce and hypermarkets continue gaining share

LEADING COMPANIES AND BRANDS

LG and Samsung ensure that it is a relatively concentrated competitive landscape

TCL expands its Latin American presence to include Colombia

Brazil and Mexico the main markets for the top 10 players

HiSense up to third place in the rankings

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OLED TVs will remain the only dynamic in-home consumer electronics product area

Mexico expected to become the biggest market in the region in 2023

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Argentina: Competitive and Retail Landscape

Brazil: Market Context

Brazil: Competitive and Retail Landscape

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Chile: Competitive and Retail Landscape

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Mexico: Competitive and Retail Landscape

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