



**Euromonitor
International**

Computers and Peripherals in Chile

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Tablets remains a versatile and convenient option for local consumers
Hewlett-Packard retains leadership but continues to lose share to competitors
E-commerce and hypermarkets gain ground on general merchandise stores

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Flat performance due to maturity and recent upgrades
Specialisation and omnichannel strategies essential to meet evolving needs
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