LATAM* Computing Trends

LATAM Mobile Computing market decreased in demand in 2023 but shows growth in the long run, including within gaming category

Mobile Computing market showed decrease in demand in 2023 vs 2022:



J -21%

in volume



J -25%

in USD Value

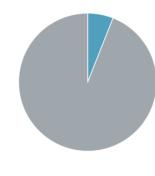
However, we still see strong growth compared to 2019, pre-pandemic levels with higher value proposition products:

growth in units

21%

growth in USD value

In 2024 significant 6% of USD revenue comes from AI* branded CPU* laptops





In 2024 brands are launching specific Al branded SKUs as a new line up -30% of USD revenue for laptop category is now coming from high-end processor SKUs



Evolution also comes with design innovations:

60% USD revenue

15" display size generates

currently with 4% of market

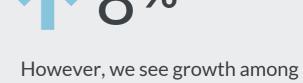
16" is starting to gain user adoption,

Gaming laptops are growing in popularity, reaching 10% of USD revenue - a 6% increase since 2019. For these, RAM size is an important choice factor:

capabilities

are equipped with 8 GB RAM,

ensuring efficient multitasking



gaming and AI tasks, resulting in 8% growth in 16 GB RAM equipped laptops since 2020

users demanding more power for

Demand for storage capacity is also increasing:

of laptops sold offer 500GB

storage

*AI - Artificial Intelligence *CPU - Central Processing Unit

36% laptop offer 1TB storage (a growth of 7% since 2020).

Get in-depth supply chain and distribution insights

Be first to get revenue trends and market updates to identify strategic opportunities in

LATAM and beyond. Visit our website and discover our supply chain and distribution