

Computers and Peripherals in Egypt

Market Direction | 2022-08-08 | 22 pages | Euromonitor

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Report description:

Laptop sales showed a good performance during 2021, outperforming its pre-pandemic sales volumes as remote lifestyles (including working-from-home and studying-from-home) remained common practice. Most companies recognised the benefits of offer remote work, with most office workers beginning a hybrid model of at-home and on-site work. This practice will continue in 2022 but will not have the same effect on laptop sales. This is because the currency devaluation and high inflation rate is preventi...

Euromonitor International's Computers and Peripherals in Egypt report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers, Peripherals.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Computers and Peripherals market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Laptop volume sales contract due to high prices and former consumers investments during the pandemic

Desktop sales volumes shrink as consumers increasingly replace them with laptops

Tablets, monitors, and printers also witness declines due to competition with smartphones, market saturation, and rising inflation

PROSPECTS AND OPPORTUNITIES

Laptops to maintain volume growth as consumers value affordability and portability

Economic difficulties to lead to growth in e-commerce as well as buy-now-pay-later schemes

Push for digital society set to result in ongoing decline for peripherals

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