

Computers and Peripherals in South Africa

Market Direction | 2022-08-05 | 23 pages | Euromonitor

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Report description:

While the threat of COVID-19 has eased significantly since the initial outbreak in 2020, demand for computers and peripherals in South Africa continues to be stimulated by some of the trends that have emerged from the pandemic. This has driven healthy volume growth in the category over the past three years. For example, many white-collar workers are now working remotely on a more permanent basis, while some universities have adopted e-learning as their main method of teaching, despite slowly ret...

Euromonitor International's Computers and Peripherals in South Africa 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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Continual shift towards remote working and e-learning stimulates demand for computers and peripherals

Desktops loses further ground to portable computers, while supply chain issues push up prices

Samsung maintains lead, while local private label Proline grows from a low base

PROSPECTS AND OPPORTUNITIES

Demand to ease over forecast period as threat of pandemic wanes

Lingering pain points and further declines for desktops

E-commerce to present growth opportunities, while supply of lower-end machines to drive penetration

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