

Computers and Peripherals in Taiwan

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

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Report description:

COVID-19 is again impacting computers in 2022. 2021 saw a protracted semi-lockdown period after a major outbreak in May. Consumers were once again concerned about venturing outdoors and so reduced the frequency of shopping trips to physical stores. The third quarter of 2021 saw pent-up demand as consumers returned to the shops pushing volume growth upwards. In mid-April 2022, Taiwan was hit by another wave of the virus and computers and peripherals overall is in decline in volume terms.

Euromonitor International's Computers and Peripherals in Taiwan 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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KEY DATA FINDINGS

2022 DEVELOPMENTS

COVID-19 has negative impact on all product areas except for tablets and printers, while laptops also suffers from saturation

Asus retains secure lead of laptops and remains active in new launches, while gaming trends inform innovation

HP leads printers, which benefits from work-from-home trends and school shutdowns

PROSPECTS AND OPPORTUNITIES

Brands to increase focus on targeted launches catering to specific consumer-group needs

Online promotional days push sales through e-commerce channel as brands battle for share

Computex Taipei returns as offline event, offering brands space to show off new launches and developments

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