

Computers and Peripherals in Turkey

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

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Report description:

Computers and peripherals overall is seeing negative growth in volume terms in 2022, with business sales falling less slowly than retail sales. This is a result of consumers back in the office and schools fully reopening - demand for new and replacement devices for home offices and remote learning is reduced with the return to pre-pandemic work and study patterns. Computer and peripherals saw retail volume growth rates surge over 2020 and 2021 while business sales continued to fall, as people wo...

Euromonitor International's Computers and Peripherals in Turkey 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.

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Lenovo leads overall, with HP and Asus close behind

Laptops is alone in upward movement in 2022, and consumers shift to lower-cost models

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Negative volume growth to persist during forecast period

Improved financial conditions will support demand for high-end products

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