

Computers and Peripherals in the Czech Republic

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Report description:

Despite some difficulties with the availability of components and logistics at the beginning of 2021, computers and peripherals sustained its upward trend in 2021, despite a drop from double to lower single-digit growth. Q1 of 2022 saw a noticeable contraction of consumer demand, particularly in the retail segment as consumers sought to save money under the pressure of the economic crisis. This crisis has been triggered by the lingering effects of COVID-19, the energy prices, and the Russian inv...

Euromonitor International's Computers and Peripherals in Czech Republic 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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Economic crisis leads to zero volume growth although pandemic trend for multi-use monitors continues

Manufacturers turn their focus to more profitable business channel in the face of chip shortages

New launches from both retailers and major brands, including online retailer Alza.cz

PROSPECTS AND OPPORTUNITIES

After record growth in the pandemic, the category is set for declines

B2B and sales via educational institutes will benefit in a post-pandemic revamp

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