

## **Computers and Peripherals in Thailand**

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

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### **Report description:**

Computers and peripherals overall is declining in both business and retail volume terms in 2022 as purchases slow down thanks to economic pressures leading to tighter consumer budgets. Global supply chain problems are also impacting on production and delivery, with product shortages and late deliveries. The semiconductor shortage began prior to the pandemic as manufacturers were already operating at fully capacity. The outbreak of COVID-19 exacerbated the issue which has been made worse by China...

Euromonitor International's Computers and Peripherals in Thailand 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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Euromonitor International  
September 2022

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##### 2022 DEVELOPMENTS

Supply chain constraints contribute to widespread declines within computers and peripherals in 2022

Acer stays on top and expands across categories, while e-sports and gaming support upgrade sales

Desktops in descent as consumers demand portability, and tablets rises in business but falls in retail

##### PROSPECTS AND OPPORTUNITIES

Decline to persist with demand from niche groups insufficient to turn growth positive

Monitors will fall as printers rises

Laptops to drop deeply and rise to only slightly positive growth by end of forecast period

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