

## **Computers and Peripherals in France**

Market Direction | 2022-10-10 | 22 pages | Euromonitor

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### **Report description:**

Computers and peripherals fell back into volume declines following the boost in positive growth seen in 2020 in the era of COVID-19 lockdowns, due to the dramatic rise in the number of people working from home and using technology to stay in touch with family and friends. As such there was a high uptake in online services such as Zoom and Skype, along with consumers updating their computers and peripherals to enhance their online entertainment activities, and/or gaming, due to have more leisure...

Euromonitor International's Computers and Peripherals in France 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
October 2022

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Declining trends continue due to previous sales boost, as online refurbished devices specialists attract attention

Peripherals starts to normalise and laptops sees new launch activities

Hewlett-Packard maintains its lead, while Apple loses shares due to competition in tablets

#### **PROSPECTS AND OPPORTUNITIES**

Further declines expected, variable based on trending demands

Innovation in laptops and competitive pricing will drive trends

E-commerce set to remain notable, as brick-and-mortar stores try to tempt customers back

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Retailing developments

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