

Computers and Peripherals in Hungary

Market Direction | 2023-07-25 | 20 pages | Euromonitor

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Report description:

Volume sales of computers were impacted by several negative factors in 2023, including high maturity. Also, the surge in volume sales during the pandemic as people hurriedly tried to set up home offices meant that computers bought during that period did not yet need to be replaced. Volume demand was further dampened by significant price rises in the year.

Euromonitor International's Computers and Peripherals in Hungary 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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