

## **Computers and Peripherals in Italy**

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

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### **Report description:**

With the COVID-19 crisis, many consumers purchased new computers and peripherals to set up home office spaces or for distance learning, which led to unprecedented peaks in demand. This has been reducing demand for new products over time, given that it is too early for these products to be replaced and updated. Moreover, as the future of the economy looks uncertain, consumers in Italy are extremely wary about their spending, trying to avoid purchasing anything that is not strictly necessary. Even...

Euromonitor International's Computers and Peripherals in Italy 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  
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Desktops declines at a slower rate than laptops

Hewlett-Packard remains the largest player

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Transition to Windows 11 will fuel demand for new computers, while reconditioned products will also remain popular

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