

Computers and Peripherals in Japan

Market Direction | 2023-07-24 | 21 pages | Euromonitor

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Report description:

2020 was an unprecedented year globally, and this was reflected in computers in Japan. Being the most used operating system for computers, the launch of a new Windows OS and the end of support of a Windows OS were key triggers for replacement purchases of PCs. The end of support for Windows 7 was in January 2020. People needed to migrate to Windows 10 or purchase a new PC if they required official support from Microsoft. Therefore, 2019 was a big year for computers in Japan. Both desktops and la...

Euromonitor International's Computers and Peripherals in Japan 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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