

Computers and Peripherals in Malaysia

Market Direction | 2023-07-25 | 22 pages | Euromonitor

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Report description:

Retail volume sales of computers and peripherals fell for the second consecutive year in 2023, following strong growth in 2021. The latter was due to a switch to remote working and schooling, as the COVID-19 pandemic forced consumers to spend more time at home. Indeed, demand for portable computers increased sharply in 2021, with entry-level and mid-range laptops growing at the expense of more expensive models. Indeed, laptops dominate sales of computers and peripherals in Malaysia, as they offer...

Euromonitor International's Computers and Peripherals in Malaysia 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
July 2023

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2023 DEVELOPMENTS

Demand for computers and peripherals continues to weaken in 2023, as consumers have no need to refresh their newly-purchased devices

Attractive tax incentives are counteracted by continued inflationary pressures

HP remains market leader, while e-commerce grows in importance

PROSPECTS AND OPPORTUNITIES

Premiumisation will be key driver in computer and peripherals

Paperless initiatives will hamper sales of printers

Manufacturers to intensify their efforts to lock consumers into their ecosystems, but Malaysians will remain price sensitive

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