

Computers and Peripherals in the United Arab Emirates

Market Direction | 2023-07-25 | 21 pages | Euromonitor

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Report description:

Consumer preferences in the United Arab Emirates are shifting, presenting challenges for desktops as the latter continues to post declines. These devices are likely to experience a further drop in demand in the coming years, attributed to factors such as their less portable nature and the increasing popularity of laptops. As local consumers prioritise mobility and space-saving solutions, demand for desktops is falling. Additionally, advancements in laptop technology have narrowed the performance...

Euromonitor International's Computers and Peripherals in United Arab Emirates 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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