

Computers and Peripherals in Vietnam

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

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Report description:

Sales of computers and peripherals peaked during the pandemic in 2020 and 2021 thanks to a spike in demand as consumers switched to working and studying from home. Such was the demand that some retailers struggled to keep up with demand with supply shortages being reported at various points. However, computers and peripherals recorded a significant drop in most categories in retail volume terms in 2022 as schools started to reopen while many consumers returned to the workplace. This pattern has...

Euromonitor International's Computers and Peripherals in Vietnam 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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Euromonitor International
July 2023

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