

Computers and Peripherals in Portugal

Market Direction | 2023-08-02 | 21 pages | Euromonitor

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Report description:

Retail volume sales of computers and peripherals registered a further decline in 2023, continuing the trend of the previous year. Such products registered a robust demand in 2020 and 2021, when the COVID-19 crisis forced consumers to spend more time working and studying at home. With many consumers having already upgraded their computers and peripherals at the height of the pandemic, they had no need to buy new devices and demand therefore slumped in 2022 and 2023. Moreover, despite the easing o...

Euromonitor International's Computers and Peripherals in Portugal 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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KEY DATA FINDINGS

2023 DEVELOPMENTS

Another slump in 2023, as consumers remained price sensitive
Laptops buck declining sales trend through focus on premium products
Gaming remains a key growth driver

PROSPECTS AND OPPORTUNITIES

Further declines expected, although laptops will see uptick in demand, thanks to continued innovation
Continued focus on premium products
Environmental concerns could favour second-hand options

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Retailing developments
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