

## **Computers and Peripherals in Australia**

Market Direction | 2023-08-09 | 23 pages | Euromonitor

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### **Report description:**

Sales of computers and peripherals saw a return to growth in retail volume terms in 2020 and 2021 with demand fuelled by the switch to home working and studying following the outbreak of COVID-19. This more positive outlook was short lived however as demand plummeted in 2022 as COVID-19 fears subsided and consumers began returning to the workplace and education establishments reopened. Additionally, many of those consumers who needed or wanted a new computer had already replaced or purchased a n...

Euromonitor International's Computers and Peripherals in Australia 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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