

## **Computers and Peripherals in Norway**

Market Direction | 2023-08-18 | 20 pages | Euromonitor

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### **Report description:**

In an over-arching trend, computers and peripherals is seeing overall negative volume growth in 2023. This suppressed performance is attributed to ongoing normalisation of consumer spending patterns following the atypical period of the COVID-19 era, along with a weakening economic climate resulting in a shift in household spending priorities, away from consumer electronics and towards out-of-home activities, services, and experiences which were previously curtailed by the pandemic. This means co...

Euromonitor International's Computers and Peripherals in Norway 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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Weak economic climate, following the pandemic era spike in sales, results in sluggish growth

Higher retail price points support value but also create challenges for price-sensitive consumers

Peripherals in a slump due to current low demand

#### **PROSPECTS AND OPPORTUNITIES**

Volume sales expected to remain sluggish, but ongoing demand for all-essential computers will persist

Sustainability trends set to continue, with Epsom and Acer leading the way in initiatives

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