

Computers and Peripherals in Romania

Market Direction | 2023-08-18 | 22 pages | Euromonitor

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Report description:

Sales of computers continue to decline in retail volume terms in 2023. This is partly down to the uncertain political and economic context, but also due to the strong performance seen during the pandemic. Tablets is seeing the strongest decline. These products are increasingly regarded as obsolete due to the competition they face from smartphones, with average screen size of the latter continuing to grow. Tablets did receive a boost to sales during the pandemic as households look for affordable...

Euromonitor International's Computers and Peripherals in Romania 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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Euromonitor International
August 2023

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