

Computers and Peripherals in South Africa

Market Direction | 2023-08-09 | 20 pages | Euromonitor

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Report description:

South Africa remained subject to widespread electricity blackouts (load-shedding) in 2023, which meant that there was no power supply during certain times of the day. This had a negative impact on the operating capability of many organisations across the country, especially those using desktop computers. To combat this, a number of companies invested in more portable devices, such as tablets and laptops, which could be used in the absence of power, although some resorted to alternative sources of...

Euromonitor International's Computers and Peripherals in South Africa 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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Power challenges spark growth in demand for portable devices

Working from home is becoming the norm for some professions

Economic challenges prolong the replacement cycle for most products

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Tougher economic conditions expected to hamper future growth

Hybrid and remote working models are expected to boost sales

E-commerce is expected to grow

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