

## **Europe Computer Monitor - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

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### **Report description:**

The Europe Computer Monitor market is valued at USD 5.53 billion this year. It is expected to register a CAGR of 2.24% during the forecast period, reaching USD 6.38 billion in five years. With the increasing trend of working from home, there has been an increase in demand for computer accessories, such as monitors and laptops.

#### Key Highlights

- Computing has evolved dramatically worldwide due to technological advancements and the introduction of startling and inventive items on the market. It has resulted in the need for extensive and better screens that focus on monitor ergonomics, such as total size, weight, and energy usage, among other things. The growing popularity of virtual gaming is also propelling the business forward.
- People's spending on computers and displays has increased drastically as the IT industry has grown. The market's growth is fueled by increased technology usage to stay productive, communicate, enjoy, and study through larger displays. The emergence of competitive gaming platforms such as e-sports and the rising popularity of virtual gaming drive demand and growth in the Computer Monitor Market. High industry competition among businesses to embrace better technologies to give users more modern monitors at the lowest feasible price is challenging to overcome in the market.
- Furthermore, by introducing new technologies such as USB Type C, displays may simplify workstations and eliminate the need for expensive and trouble-prone desktop docking stations by providing less clutter and more excellent dependability.
- The introduction of LCD substantially altered monitor ergonomics, including total size, weight, and energy usage, among other things, once displays migrated from technology based on the cathode ray tube to LCD. CRT monitors have been phased out, and LCD monitors dominate the market.
- The rising use of smartphones is a restraining factor to the growth of computer monitors, as most tasks can be performed on such devices. Additionally, with the recent outbreak of the COVID-19 pandemic and the implementation of lockdowns around the

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world, the employees opting for work for home, there's been a surge in demand and sale of computer peripherals, including monitors, laptops, and many more. Moreover, its immense possible usage in various industries such as education, healthcare, defense, entertainment, hospitality, and others provides a picture of growth opportunities.

## Europe Computer Monitor Market Trends

### Gaming Monitors to Witness the Fastest Market Growth

- With the introduction of competitive gaming platforms, such as e-sports, which is now a billion-dollar industry, and the rising popularity of titles like Overwatch, Counter-Strike, Fortnite, and PUBG, which can reach a refresh rate of up to 240Hz to allow the screen to keep up with the players' rapid movements, the market's demand and growth have increased.
- Because of the widespread usage of gaming computers, manufacturers have been obliged to generate innovative solutions to reduce eye strain caused by lengthy sitting in front of computers. Manufacturers are employing Low Blue Light Technology to minimize the emission of damaging low-blue lights on displays to reduce eye strain. People often face trouble sleeping after being exposed to blue light. Allowing the low blue light feature can help people overcome the symptoms of sleeping disorders. In addition to a reduced blue light option, monitors are offered with features like flicker-free backlights. The backlights of the flicker-free displays are dimmed using direct current (DC).
- For instance, MSI Launched an Optix MPG341QR 34" Ultrawide 144Hz Monitor. Ultrawide monitor with a high-quality IPS panel, a high refresh rate, and a low response time, and the Optix MPG341QR - gaming monitor brings ultrawide gaming to users without compromises. Battling through a vast game world looks vastly different on a regular screen than when playing on a 21:9 3440x1440 (UWQHD) ultrawide monitor like the MPG341QR. It gives so much more detail, right up to the periphery of the vision for an immersive gaming session.
- Furthermore, frame synchronizing technologies such as G-Sync, V-Sync, and Freesync allow displays to synchronize the frame rate of games with the monitor refresh rate for improved stability and performance and prevent issues like screen tearing. Gamers, for example, frequently choose displays with frame synchronization capabilities.
- Furthermore, the market's growth is fueled by the increasing availability of 4K displays and lowering costs. For instance, in May 2023, Viewsonia announced the launch of a new 15.6 inch 4K portable monitor with an OLED display. This screen has an aspect ratio of 16:9, 3840x2160px resolution, 60Hz refresh rate, 440cd max brightness, and 1,000,000:1 contrast ratio.

### Germany to Drive the Market Growth in Europe

- Germany is expected to capture a significant market share, considering that most computer parts and hardware are predominantly manufacturing units in Germany, like Dell Technologies Inc.
- The Usage of Computer Monitors has increased due to Covid-19. Factors like working from home, virtual doctor appointments, homeschooling, and attempting to obtain government services without showing up in person strained the system. They boosted the Computer Monitor market in Germany.
- The industry is expected to grow as interest in online gaming competitions grows. Increased internet penetration is also helping to move the sector forward in Germany. Furthermore, high sales of curved gaming displays are expected to augur well for gaming monitor producers in the coming years.
- Moreover, Computer monitor vendors in Germany increasingly focus on enhancing their products' refresh rate and response time to attract gaming consumers. For instance, LG launched the UltraGear 27GN950 gaming monitor with a 144 Hz refresh rate and 1 ms GTG response time. A similar trend is expected to be followed by various other vendors in the market. Likewise, ViewSonic Corp. announced the launch of its ViewSonic ELITE line of gaming monitors with the XG270Q. The monitor's design offers users a

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fantastic gaming experience, featuring a 165Hz refresh rate, 1ms (GtG) response, and NVIDIA's G-SYNC Compatible technology.

- The Computer Monitor manufacturing companies in Germany, like Dell Technologies Inc., announced new devices and software that rethink work to achieve the full potential for users. Dell is redefining work experiences by introducing a new range of intelligent, collaborative, and sustainable devices, allowing users to work from anywhere. For Instance, in January 2021, Dell launched new products at CSE 2021 to enable people to work from any location, whether the office, home or anywhere across the world.

## Europe Computer Monitor Industry Overview

The Europe Computer Monitoring market is highly competitive, with various key market players. For instance, Dell Technologies Inc., H.P. Development Company L.P., TPV Technology Co., Ltd., Lenovo Group Limited, and Samsung Electronics Co., Ltd. provide Computer Monitors. The companies are also launching new products dealing with Computer Monitors to boost the market's share.

In January 2023, A display from ASUS and ROG was introduced primarily for entertainment, hybrid work, professional content creation, and gaming. Swift OLED PG27AQDM, the first ROG 1440p OLED gaming monitor, and Swift Pro PG248QP, the world's fastest esports gaming monitor that provides incredibly smooth images at 540 Hz, are two examples of how ROG is continuing to lead display innovation.

In December 2022, LG Electronics announced the launch of its premium UltraGear OLED gaming monitors (models 27GR95QE and 45GR95QE). The new UltraGear monitors demonstrate the company's fast-growing OLED category and its continuing strength in the global gaming display market.

### Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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