

Computers and Peripherals in China

Market Direction | 2024-07-17 | 22 pages | Euromonitor

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Report description:

In 2024, volume sales of both business and retail computers in China are expected to experience a single-digit decline. After the onset of the pandemic in 2020, the demand for remote working and education increased, leading to a surge in retail and business sales of computers in 2021. Currently, most of the products which were sold in this year are still within their life cycle, which is set to maintain the downward trend for computers in both the retail and business environments in 2024. However...

Euromonitor International's Computers and Peripherals in China 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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As product lifecycles have not yet ended, both business and retail computers witness volume declines

In retail, volume growth of tablets slows due to a lack of innovation, and the product lifecycle

Printers experiences another year of notable decline, driven by paperless operations

PROSPECTS AND OPPORTUNITIES

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AIPC (Artificial Intelligence Personal Computer) has the potential to drive sales of computers in the future

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