

Computers and Peripherals in Hungary

Market Direction | 2024-07-25 | 20 pages | Euromonitor

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Report description:

Consumer demand for computers and peripherals in Hungary continues to weaken in 2024. The most important factor negatively impacting volume sales is the ongoing cost pressures on consumers, especially during the first half of 2024. Although inflation has subsided, locals are still struggling with high costs of living. Meanwhile, price inflation is the main catalyst behind current value growth.

Euromonitor International's Computers and Peripherals in Hungary 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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