

Computers and Peripherals in Sweden

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

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Report description:

Volume sales of computers and peripherals in Sweden posted modest growth in 2024 following a sharp decline in 2023, driven by the launch of AI-enabled computers, which motivated households to replace and upgrade their existing devices. Improving sentiment, with inflationary pressures subsiding and the Swedish Central Bank signalling potential interest rate cuts, also contributed to this growth. While households remain cautious in their purchase behaviour, they are more optimistic and feel more S...

Euromonitor International's Computers and Peripherals in Sweden 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.

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Computers and Peripherals in Sweden
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List Of Contents And Tables

COMPUTERS AND PERIPHERALS IN SWEDEN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modest rebound driven by AI-enabled computers
Value-hacking behaviours among households
Mitigating pricing pressures through bundling

PROSPECTS AND OPPORTUNITIES

Anticipated decline in volume sales
Growth potential for AI-enabled computers
Sustainability as a competitive edge

CATEGORY DATA

- Table 1 Sales of Computers and Peripherals by Category: Volume 2019-2024
- Table 2 Sales of Computers and Peripherals by Category: Value 2019-2024
- Table 3 Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024
- Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2019-2024
- Table 5 Sales of Computers by Category: Business Volume 2019-2024
- Table 6 Sales of Computers by Category: Business Value MSP 2019-2024
- Table 7 Sales of Computers by Category: Business Volume Growth 2019-2024
- Table 8 Sales of Computers by Category: Business Value MSP Growth 2019-2024
- Table 9 NBO Company Shares of Computers and Peripherals: % Volume 2020-2024
- Table 10 □LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024
- Table 11 □Distribution of Computers and Peripherals by Channel: % Volume 2019-2024
- Table 12 □Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029
- Table 13 □Forecast Sales of Computers and Peripherals by Category: Value 2024-2029
- Table 14 □Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029
- Table 15 □Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029
- Table 16 □Forecast Sales of Computers by Category: Business Volume 2024-2029
- Table 17 □Forecast Sales of Computers by Category: Business Value MSP 2024-2029
- Table 18 □Forecast Sales of Computers by Category: Business Volume Growth 2024-2029
- Table 19 □Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

CONSUMER ELECTRONICS IN SWEDEN

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 20 Sales of Consumer Electronics by Category: Volume 2019-2024

Table 21 Sales of Consumer Electronics by Category: Value 2019-2024

Table 22 Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 23 Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 24 NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 25 LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 26 Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 27 Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 28 Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 29 □Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 30 □Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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