

Computers and Peripherals in Ukraine

Market Direction | 2024-07-25 | 22 pages | Euromonitor

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Report description:

In 2024, computers and peripherals registered growth in both volume and current value terms in Ukraine, with a notable surge in demand for portable products. This trend can be attributed to the circumstances of martial law, which have necessitated frequent relocations among the Ukrainian population. As a result, compact and space-saving appliances have become increasingly relevant, driving local consumers to prioritise performance and portability. For instance, tablets emerged as a top performer...

Euromonitor International's Computers and Peripherals in Ukraine 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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Table of Contents:

Computers and Peripherals in Ukraine
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List Of Contents And Tables

COMPUTERS AND PERIPHERALS IN UKRAINE

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category growth spurred on by the popularity of tablets in 2024

Ukrainians seek devices offering mobility and convenience, thanks in part to remote working trends

Lenovo Ukraine TOV retains pole position in 2024, gaining ground ahead of Apple Inc

PROSPECTS AND OPPORTUNITIES

Broader target demographic will benefit computers and peripherals over the forecast period

Portability will remain a priority for many Ukrainians, favouring laptops

E-commerce will continue to vie for share with appliances and electronics specialists in the years ahead

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 UKRAINE

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

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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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