

Computers and Peripherals in Vietnam

Market Direction | 2024-07-23 | 22 pages | Euromonitor

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Report description:

Demand for computers and peripherals in Vietnam continues to decline, with this trend particularly strong in desktops and portable computers such as laptops. This is primarily being driven by high penetration levels in the country, and the boost to retail volume sales during the pandemic when consumers significantly invested in these electronics for work and leisure during home seclusion. Therefore, overall demand is continuing to stabilise.

Euromonitor International's Computers and Peripherals in Vietnam 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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Players continue to launch new products, focusing on AI application in upper-mid to premium segment

High camera quality and lightweight laptops are favoured by younger consumers

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Computers and peripherals still offers potential over the forecast period

AI application and screen quality will be key factors in purchasing decision

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