

Computers and Peripherals in Hong Kong, China

Market Direction | 2024-08-01 | 21 pages | Euromonitor

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Report description:

Retail and business volume sales of computers and peripherals in Hong Kong continue to fall in 2024 due to weakening confidence in the economy, forcing many local consumers to prioritise their expenditure. In addition, businesses continue to reduce their overall demand for new computers, specifically desktops, due to ongoing hybrid working models, where employees are using portable computers at home and in the office. The reduced number of office real estate rental is another factor for the decr...

Euromonitor International's Computers and Peripherals in Hong Kong, 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.

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Demand for peripherals continues to decline following 2020's surge

Major players retain their strength due to brand trust

PROSPECTS AND OPPORTUNITIES

Laptops to remain stronger performer, while retail volume sales of overall computers will remain under pressure

Printer sales to continue declining as sustainability concerns increase with a greater shift towards digitalisation

Distribution to shift back to online platforms as physical showrooms close

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