

Computers and Peripherals in Portugal

Market Direction | 2024-07-31 | 21 pages | Euromonitor

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Report description:

Computers and peripherals in Portugal recorded only a modest increase in volume sales in 2024 due to the exponential growth during the COVID-19 pandemic and squeezed budgets in both business and retail segments caused by high interest rates and price increases. Growth was mainly driven by laptops and monitors and a less negative performance in subcategories such as printers, tablets and desktops.

Euromonitor International's Computers and Peripherals in Portugal 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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