

Computers and Peripherals in Germany

Market Direction | 2024-08-20 | 22 pages | Euromonitor

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Report description:

Computers and peripherals is set to continue to see a significant retail volume decline in Germany in 2024, as consumers are still reluctant to make purchases due to global crises which are leading to the increased cost of living and uncertainty about the future. Purchases are being delayed until they become necessary, and many computers and peripherals were purchased during the pandemic, which means these products are still relatively new, so there is no need to replace them yet. A declining re...

Euromonitor International's Computers and Peripherals in Germany 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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KEY DATA FINDINGS

2024 DEVELOPMENTS

Computers and peripherals continues to decline in 2024

Monitors is the only category to see growth, due to the gaming trend, and desktops sees the worst performance, due to preference for laptops

Consumers gravitate towards appliances and electronics specialists to buy their computers and peripherals

PROSPECTS AND OPPORTUNITIES

Renewal cycle and substitutions set to increase sales of laptops, while desktops and monitors will decrease in the forecast period

Digital transformation will lead to decreasing sales, and sustainability concerns will drive innovations in printers

Sales of tablets might be affected by the "Digitalpakt" policy of the German government

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