

## **Computers and Peripherals in Taiwan**

Market Direction | 2024-08-16 | 21 pages | Euromonitor

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### **Report description:**

Local consumers resumed outbound travel in 2023, post-pandemic, leading to less expenditure on computers and higher-priced items in Taiwan. However, computers and peripherals returned to slight volume growth in 2024.

Euromonitor International's Computers and Peripherals in Taiwan 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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Some volume growth in 2024 after posting significant decline in 2023

Innovative models continue to attract consumer interest

Printers register decline once again as consumer demand falls away

#### PROSPECTS AND OPPORTUNITIES

AsusTek will continue progressively marketing its gaming computers, ultra-slim laptops, desktops and laptops (business)

All brands will turn their attention towards Internet retailing in the years ahead

Computex Taipei will remain a significant event in computers and peripherals

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