

Computers and Peripherals in India

Market Direction | 2025-02-19 | 22 pages | Euromonitor

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Report description:

Computers and peripherals in India is expected to witness retail current value and volume growth in 2024, driven primarily by growth in desktops and portable computers. This is due to factors such as a strong rebound in sales after a period of sluggishness, a rise in the launch of AI-enabled PCs, and growth in local manufacturing. Purchases for education purposes, and the replacement cycle are also expected to push sales in the category during the year. However, overall growth is expected to rem...

Euromonitor International's Computers and Peripherals in India 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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HP continues to lead computers and peripherals in India
Strong demand for gaming laptops in the country

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Local production expected to rise
Retail e-commerce likely to continue to gain distribution share

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