



# Computers and Peripherals in Austria

July 2024

Table of Contents

## Computers and Peripherals in Austria - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand for computers falls due to a myriad of reasons

Stable growth in unit selling prices continues

Apple extends its lead in computers and peripherals

#### PROSPECTS AND OPPORTUNITIES

Downward trend to continue amid saturation and limited buying incentives

Smartphones to increasingly challenge the status of computers

Stronger focus on sustainability

#### CATEGORY DATA

Table 1 - Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 2 - Sales of Computers and Peripherals by Category: Value 2019-2024

Table 3 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 4 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Table 5 - Sales of Computers by Category: Business Volume 2019-2024

Table 6 - Sales of Computers by Category: Business Value MSP 2019-2024

Table 7 - Sales of Computers by Category: Business Volume Growth 2019-2024

Table 8 - Sales of Computers by Category: Business Value MSP Growth 2019-2024

Table 9 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024

Table 10 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024

Table 11 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024

Table 12 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 13 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029

Table 14 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029

Table 15 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029

Table 16 - Forecast Sales of Computers by Category: Business Volume 2024-2029

Table 17 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029

Table 18 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029

Table 19 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

## Consumer Electronics in Austria - Industry Overview

### EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

### MARKET DATA

Table 20 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 21 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/computers-and-peripherals-in-austria/report](http://www.euromonitor.com/computers-and-peripherals-in-austria/report).