



Computers and Peripherals in Germany

August 2024

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Computers and Peripherals in Germany - Category analysis

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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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