



# Computers and Peripherals in Turkey

July 2024

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## Computers and Peripherals in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Modest decline in computer volume sales  
Resurgence of appliances and electronics specialists  
Lenovo asserts control as volume share increases

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Positive volume growth expected for computers by 2029  
AI integration to drive significant growth  
Rising unit prices amid economic challenges

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