

# Computers and Peripherals in Italy

July 2024

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## Computers and Peripherals in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Sales remain in a slump, but inch back towards a more positive performance thanks to the strength of sales activities

Al to become more ingrained in computers' daily use

Tablets continue to face competition from laptops and smartphones

#### PROSPECTS AND OPPORTUNITIES

Higher unit prices will be driven by Al-compatible computers

Microsoft will cease support for Windows 10 in 2025

End of emergency home-working trends will support business sales, while suppressing consumer demand

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