



# Computers and Peripherals in France

July 2024

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## Computers and Peripherals in France - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

2024 proves to be a year of transition for computers

Peripherals sees mixed results, with gaming support for monitors and with printers in a steep decline

Lenovo maintains success, Apple enjoys its ecosystem, and Samsung stands out through new launches and strategies

#### PROSPECTS AND OPPORTUNITIES

Volume sales will head back towards a positive direction in line with replacement lifecycles

Players engage in an ongoing battle for value share

Polarised and evolving trends will shape the retail landscape over the forecast period

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