

# **Computers and Peripherals in Greece**

July 2024

**Table of Contents** 

### Computers and Peripherals in Greece - Category analysis

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Computer sales post strong volume declines Portability is the key trend shaping performance of computers Consumers upgrade to added-value devices

# PROSPECTS AND OPPORTUNITIES

Manufacturers are betting on Al integration in hardware to re-invigorate sales Growth from replacement purchases to be hindered by shift to premium devices Competition with smartphones to remain fierce

#### 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 Greece - 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 2019-2024Table 21 - Sales of Consumer Electronics by Category: Value 2019-2024Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

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