



# Computers and Peripherals in Hong Kong, China

August 2024

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## Computers and Peripherals in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Challenging economic headwinds lead to shrinking demand for computers and peripherals

Demand for peripherals continues to decline following 2020's surge

Major players retain their strength due to brand trust

#### PROSPECTS AND OPPORTUNITIES

Laptops to remain stronger performer, while retail volume sales of overall computers will remain under pressure

Printer sales to continue declining as sustainability concerns increase with a greater shift towards digitalisation

Distribution to shift back to online platforms as physical showrooms close

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