



# Computers and Peripherals in South Korea

July 2024

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## Computers and Peripherals in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

- Shift towards higher performance PCs
- Rise of smart and premium gaming monitors
- Rise of lightweight laptops, combining mobility and productivity

#### PROSPECTS AND OPPORTUNITIES

- Anticipated growth in laptops and gaming amidst emerging OTT trends
- Growing adoption of cutting-edge OLED monitors
- Long-term decline in paper printing

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