



# Computers and Peripherals in Vietnam

July 2024

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## Computers and Peripherals in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Further drop in demand for computers and peripherals after pandemic boost  
Players continue to launch new products, focusing on AI application in upper-mid to premium segment  
High camera quality and lightweight laptops are favoured by younger consumers

#### PROSPECTS AND OPPORTUNITIES

Computers and peripherals still offers potential over the forecast period  
AI application and screen quality will be key factors in purchasing decision  
Retailers boost online sales and reduce number of physical stores

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## Consumer Electronics in Vietnam - Industry Overview

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