



# Computers and Peripherals in Thailand

July 2024

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## Computers and Peripherals in Thailand - Category analysis

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#### 2024 DEVELOPMENTS

Challenging environment for computers and peripherals

Printers buck the declining sales trend, thanks to investments in new technology, such as cloud-printing services

Chinese manufacturers fail to gain traction

#### PROSPECTS AND OPPORTUNITIES

Desktops and monitors will continue to lose ground to laptops

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