

Computers and Peripherals in Germany

October 2023

Table of Contents

Computers and Peripherals in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifts in preference and high penetration lead to adjustments in computers and peripherals

All categories move back towards pre-pandemic level of sales

Increasing specialisation in computers and peripherals

PROSPECTS AND OPPORTUNITIES

Sales of premium laptops may slow due to economic situation

Innovations in laptops will put pressure on tablets

Computers once again expected to focus on high-performance devices

CATEGORY DATA

Table 1 - Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 2 - Sales of Computers and Peripherals by Category: Value 2018-2023

Table 3 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 4 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 5 - Sales of Computers by Category: Business Volume 2018-2023

Table 6 - Sales of Computers by Category: Business Value MSP 2018-2023

Table 7 - Sales of Computers by Category: Business Volume Growth 2018-2023

Table 8 - Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 9 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 10 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 11 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 12 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 13 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 14 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 15 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 16 - Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 17 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 18 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 19 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

Consumer Electronics in Germany - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 20 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 21 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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