

# Computers and Peripherals in Turkey

July 2023

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## Computers and Peripherals in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Adverse economic conditions and earthquake leads to stagnant volume sales

Laptops is only category to register positive growth

Lenovo asserts control as volume share increases

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Volume sales are predicted to register slight volume growth

Unit prices on an upward trajectory

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