

# Computers and Peripherals in Malaysia

July 2023

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## Computers and Peripherals in Malaysia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for computers and peripherals continues to weaken in 2023, as consumers have no need to refresh their newly-purchased devices

Attractive tax incentives are counteracted by continued inflationary pressures

HP remains market leader, while e-commerce grows in importance

#### PROSPECTS AND OPPORTUNITIES

Premiumisation will be key driver in computer and peripherals

Paperless initiatives will hamper sales of printers

Manufacturers to intensify their efforts to lock consumers into their ecosystems, but Malaysians will remain price sensitive

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