

Computers and Peripherals in France

July 2023

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Computers and Peripherals in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining trends continue due to previous sales boost on desktops and laptops
Tablets struggles to recover, while monitors and printers wait for a replacement cycle
Hewlett-Packard maintains its lead, while refurbished device specialists continue to gain attention

PROSPECTS AND OPPORTUNITIES

Stabilisation expected, albeit variable based on trends
Stronger innovation and premiumisation needed to drive value growth
Competitive pricing will drive trends in a busy market, as manufacturers and retailers still face challenges

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