

Computers and Peripherals in Hong Kong, China

August 2023

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Computers and Peripherals in Hong Kong, China - Category analysis

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2023 DEVELOPMENTS

Retail volumes continue to decline, as after-effects from the pandemic continue to impact shipping and manufacturing

Major brands consolidate their market share in uncertain market conditions

Peripherals struggle due to weakened demand for desktops

PROSPECTS AND OPPORTUNITIES

Computer sales tentatively set to recover in line with economic recovery, in addition to new product innovations from leading companies

Consumers shift to online channels to purchase computers, as physical showrooms and retail spaces decline

Printers continue to face challenges, as a result of alternative solutions and shifting consumer trends.

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