

Computers and Peripherals in Hungary

July 2023

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Computers and Peripherals in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Maturity and sales during pandemic dampen demand for computers in 2023
Working from home and gaming benefit monitors
Environmental impact, high operating costs and people printing less impact printers

PROSPECTS AND OPPORTUNITIES

Waning demand due to unfavourable economic conditions and rising prices
Gamers purchase multiple and high-end devices to enhance their playing experience
Heat-free technology expected

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