

Computers and Peripherals in Vietnam

July 2023

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Computers and Peripherals in Vietnam - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Computers and peripherals sees a drop in demand in 2023
Players continue to launch new models in laptops despite falling demand
Distribution landscape expanding both online and offline

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Further opportunities for growth as consumers use computers more often
Screen is the most attractive upgraded part to convince consumers
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