

Computers and Peripherals in Portugal

August 2023

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Computers and Peripherals in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Another slump in 2023, as consumers remained price sensitive
Laptops buck declining sales trend through focus on premium products
Gaming remains a key growth driver

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Further declines expected, although laptops will see uptick in demand, thanks to continued innovation
Continued focus on premium products
Environmental concerns could favour second-hand options

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