



Computers and Peripherals in Western Europe

October 2021

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Key findings

REGIONAL OVERVIEW

Western Europe records marginal sales growth in 2021

Western Europe expected to return to declining sales from 2022

Despite 2021 declines, German and UK sales remain above 2019 levels

Even the home working trend fails to drive growth in desktops

Laptops and monitors add the most new sales over 2016-2021

Pandemic boosts sales of computers and peripherals

In 2021, e-commerce is expected to defend the leading position...

...that it gained from electronics and appliance specialist retailers in 2020

LEADING COMPANIES AND BRANDS

High levels of concentration among well-known multinationals

Lenovo continues gaining ground in 2021

The UK, Germany and France dominate the top 10 players' earnings

HP continues to lead the market in 2021

FORECAST PROJECTIONS

Computer and peripherals will return to decline after the pandemic

Laptops and monitors will be the best performers over 2021-2026

COUNTRY SNAPSHOTS

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Austria: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

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