

Computers and Peripherals in Germany

October 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shifts in preference and high penetration lead to adjustments in computers and peripherals
All categories move back towards pre-pandemic level of sales
Increasing specialisation in computers and peripherals

PROSPECTS AND OPPORTUNITIES

Sales of premium laptops may slow due to economic situation
Innovations in laptops will put pressure on tablets
Computers once again expected to focus on high-performance devices

CATEGORY DATA

Table 1 - Sales of Computers and Peripherals by Category: Volume 2018-2023
Table 2 - Sales of Computers and Peripherals by Category: Value 2018-2023
Table 3 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023
Table 4 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023
Table 5 - Sales of Computers by Category: Business Volume 2018-2023
Table 6 - Sales of Computers by Category: Business Value MSP 2018-2023
Table 7 - Sales of Computers by Category: Business Volume Growth 2018-2023
Table 8 - Sales of Computers by Category: Business Value MSP Growth 2018-2023
Table 9 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023
Table 10 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023
Table 11 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023
Table 12 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028
Table 13 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
Table 14 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
Table 15 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
Table 16 - Forecast Sales of Computers by Category: Business Volume 2023-2028
Table 17 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028
Table 18 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
Table 19 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

Consumer Electronics in Germany - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

Table 20 - Sales of Consumer Electronics by Category: Volume 2018-2023
Table 21 - Sales of Consumer Electronics by Category: Value 2018-2023
Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023
Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023
Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023
Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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