

# Computers and Peripherals in Turkey

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Adverse economic conditions and earthquake leads to stagnant volume sales  
Laptops is only category to register positive growth  
Lenovo asserts control as volume share increases

#### PROSPECTS AND OPPORTUNITIES

Volume sales are predicted to register slight volume growth  
Unit prices on an upward trajectory  
Competition to be based on price/quality ratio

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## Consumer Electronics in Turkey - Industry Overview

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