

# Computers and Peripherals in Italy

July 2023

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## Computers and Peripherals in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers concerned about spending, while reconditioned laptops grow in importance

Desktops declines at a slower rate than laptops

Hewlett-Packard remains the largest player

#### PROSPECTS AND OPPORTUNITIES

Transition to Windows 11 will fuel demand for new computers, while reconditioned products will also remain popular

Eye fatigue in focus in the future

E-commerce to build on stronger consumer base, while neighbourhood stores look to provision of technical assistance

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