

Computers and Peripherals in China

August 2023

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2023 DEVELOPMENTS

Saturation of demand leads desktops and laptops to anticipate a slight sales decline

Tablets in 2023 sustain moderate growth, driven by remote working trends and post-school education

Printers experience a significant decline, driven by paperless operations and online education

PROSPECTS AND OPPORTUNITIES

Gaming and work are expected to drive sales for computer and peripherals, emphasising gaming desktops

China's computers and peripherals embrace premiumisation, as consumers continuously prioritise quality and value

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