

# Computers and Peripherals in Vietnam

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Computers and peripherals sees a drop in demand in 2023  
Players continue to launch new models in laptops despite falling demand  
Distribution landscape expanding both online and offline

#### PROSPECTS AND OPPORTUNITIES

Further opportunities for growth as consumers use computers more often  
Screen is the most attractive upgraded part to convince consumers  
E-commerce still showing strong potential for further growth in sales of computers and peripherals

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## Consumer Electronics in Vietnam - Industry Overview

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