

Computers and Peripherals in Norway

August 2023

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Computers and Peripherals in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Weak economic climate, following the pandemic era spike in sales, results in sluggish growth
Higher retail price points support value but also create challenges for price-sensitive consumers
Peripherals in a slump due to current low demand

PROSPECTS AND OPPORTUNITIES

Volume sales expected to remain sluggish, but ongoing demand for all-essential computers will persist
Sustainability trends set to continue, with Epsom and Acer leading the way in initiatives
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