

# Computers and Peripherals in the United Arab Emirates

July 2023

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## Computers and Peripherals in the United Arab Emirates - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Changing consumer preferences as demand for desktops further declines  
Shift in consumer spending patterns amid high inflation  
Samsung leads consolidated landscape, while Apple appeals to premium consumer segment

#### PROSPECTS AND OPPORTUNITIES

Further positive demand for laptops  
Monitors still offers some potential over the forecast period  
Evolving peripherals as monitors adapt to complement laptops

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