

# Computers and Peripherals in Australia

<https://marketpublishers.com/r/CE15E6663D7EN.html>

Date: October 2020

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: CE15E6663D7EN

## Abstracts

With businesses and schools shutting in mid-March 2020 in Australia when the country was placed into lockdown, this saw consumers working and studying from home for the next few months. This resulted in an increase in retail volume sales of products such as laptops and monitors, with several stores, such as Officeworks, running out of stock. This spike in retail volume sales of these products in 2020 will then be balanced by a drop in sales in 2021. The lockdown will have had the opposite effect...

Euromonitor International's Computers and Peripherals in Australia report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

**Product coverage:** Computers, Peripherals.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Computers and Peripherals market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### KEY DATA FINDINGS

#### 2020 IMPACT

COVID-19 impact on retail and business computers and peripherals

Innovation in laptops to support volume sales, but tablets continues to decline

Apple leads computers and peripherals, followed by Hewlett-Packard and Lenovo

#### RECOVERY AND OPPORTUNITIES

Business sales offer potential for growth

Canon Australia working hard to maintain its lead in the struggling printers category

Gaming offers lifeline to producers of monitors and desktops

#### CATEGORY DATA

Table 1 Sales of Computers and Peripherals by Category: Volume 2015-2020

Table 2 Sales of Computers and Peripherals by Category: Value 2015-2020

Table 3 Sales of Computers and Peripherals by Category: % Volume Growth 2015-2020

Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2015-2020

Table 5 Sales of Computers by Category: Business Volume 2015-2020

Table 6 Sales of Computers by Category: Business Value MSP 2015-2020

Table 7 Sales of Computers by Category: Business Volume Growth 2015-2020

Table 8 Sales of Computers by Category: Business Value MSP Growth 2015-2020

Table 9 Sales of Laptops by Form Factor 2018-2020

Table 10 Sales of Tablets by Operating System 2015-2020

Table 11 NBO Company Shares of Computers and Peripherals: % Volume 2016-2020

Table 12 LBN Brand Shares of Computers and Peripherals: % Volume 2017-2020

Table 13 Distribution of Computers and Peripherals by Channel: % Volume 2015-2020

Table 14 Forecast Sales of Computers and Peripherals by Category: Volume 2020-2025

Table 15 Forecast Sales of Computers and Peripherals by Category: Value 2020-2025

Table 16 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025

Table 17 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2020-2025

Table 18 Forecast Sales of Computers by Category: Business Volume 2020-2025

Table 19 Forecast Sales of Computers by Category: Business Value MSP 2020-2025

Table 20 Forecast Sales of Computers by Category: Business Volume Growth 2020-2025

Table 21 Forecast Sales of Computers by Category: Business Value MSP Growth 2020-2025

Table 22 Forecast Sales of Laptops by Form Factor 2020-2025

Table 23 Forecast Sales of Tablets by Operating System 2020-2021

## EXECUTIVE SUMMARY

COVID-19 impact on consumer electronics

COVID-19 country impact

Company response

Retailing shift

What next for consumer electronics?

## MARKET DATA

Table 24 Sales of Consumer Electronics by Category: Volume 2015-2020

Table 25 Sales of Consumer Electronics by Category: Value 2015-2020

Table 26 Sales of Consumer Electronics by Category: % Volume Growth 2015-2020

Table 27 Sales of Consumer Electronics by Category: % Value Growth 2015-2020

Table 28 NBO Company Shares of Consumer Electronics: % Volume 2016-2020

Table 29 LBN Brand Shares of Consumer Electronics: % Volume 2017-2020

Table 30 Distribution of Consumer Electronics by Channel: % Volume 2015-2020

Table 31 Forecast Sales of Consumer Electronics by Category: Volume 2020-2025

Table 32 Forecast Sales of Consumer Electronics by Category: Value 2020-2025

Table 33 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2020-2025

Table 34 Forecast Sales of Consumer Electronics by Category: % Value Growth 2020-2025

## DISCLAIMER

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

## SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Computers and Peripherals in Australia

Product link: <https://marketpublishers.com/r/CE15E6663D7EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CE15E6663D7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970