

Computers and Peripherals in Russia

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Abstracts

Demand for computers and peripherals was already waning in Russia towards the end of the review period with many local consumers remaining conscious of their spending habits, particularly for big-ticket items, following the last economic crisis in late 2014. 2019 therefore saw declining retail volume sales for desktops, portable computers and printers, while demand for monitors to some extent was being supported by the ongoing enthusiasm for gaming in the country, with gamers investing in specif...

Euromonitor International's Computers and Peripherals in Russia 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

Lockdown exacerbates price sensitivity amongst Russians further reducing demand for computers and peripherals in 2020, although business sales benefit from distance working

Intense competition between leading players leads to further consolidation of landscape

Despite declining demand, e-commerce gains notable volume share over lockdown period due to competitive prices

RECOVERY AND OPPORTUNITIES

Laptops set to drive category forward but overall demand will remain weak due to lingering price sensitivity amongst Russians

Value growth of laptops to gain momentum towards end of forecast period driven by demand for higher specifications from gamers and tech-savvy affluent consumers

Retail sales of tablets and peripherals will continue to decline over the forecast period, with mainly business niche supporting demand

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

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SOURCES

Summary 1 Research Sources

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