

Computers and Peripherals in Russia

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Macroeconomic stabilisation, a rather low inflation rate, a stable currency exchange rate, as well as stable oil prices have brought some confidence and led to corporates upgrading their old devices. As a result, both large and small businesses have started to buy almost as actively as before the crisis. The growth of business sales of laptops and desktops is mainly attributed to the need to replace the old equipment. However, businesses are still being very cautious in regard to such investment...

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.

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