

Computers and Peripherals in the United Arab Emirates

<https://marketpublishers.com/r/C471B744CD2EN.html>

Date: October 2020

Pages: 26

Price: US\$ 990.00 (Single User License)

ID: C471B744CD2EN

Abstracts

The outbreak of COVID-19 led to an increased amount of consumers working from home, a factor which is set to boost growth for computers and peripherals in 2020. Educational institutions, private and government organisations implemented distance learning and working, as a way to battle the pandemic. Therefore, home seclusion led to an increase in sales of tablets and laptops, especially in the first two quarters of 2020, to support both e-learning and remote working conditions. In addition, Q1 of...

Euromonitor International's Computers and Peripherals in United Arab Emirates 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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KEY DATA FINDINGS

2020 IMPACT

The COVID-19 lockdown boosts sales for laptops, printers and monitors, as consumers create office spaces at home

Laptops benefit from a rising interest in gaming, with thin, lightweight models increasingly challenging the sales of tablets

Apple Inc continues to lead the landscape, recording positive growth in tablets, with sales boosted by the outbreak of COVID-19

RECOVERY AND OPPORTUNITIES

Growth will decline across the forecast period, as the economic recession impacts sales, and consumers have less motivation to invest in computers

Laptops is the only area to drive growth across the forecast period, benefiting from the demand for portability and convenience

Peripherals record a volume decline each year, with desktops suffering from the competition from laptops, with eco-friendly views damaging printer sales

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