

# Australia IT Hardware Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### SUMMARY

IT Hardware in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The IT hardware market includes all physical components integral to computing within enterprise IT solutions. The total market values include client computing hardware (desktop PCs, notebook PCs, fixed phones and adaptors, scanners and imaging devices standalone printers, thin-clients and workstations), networking hardware (Ethernet hubs and switches, Ethernet routers, WAN CPE and termination equipment, WAN multi-service switches, WLAN access points, WLAN cards and WLAN switches and appliances), security hardware (content-filtering and anti-spam appliances, encryption/SSL accelerators, firewall and VPN gateways, smart card readers and smart cards), servers hardware (high-end servers, low-end servers and mid-range servers) and storage hardware (hard-disk drives, NAS filers and arrays, NAS gateways, SAN adaptors and connectors and SAN disk arrays). All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2022 annual average exchange rates.

The Australian IT hardware market had total revenues of \$8.1 billion in 2022, representing a compound annual growth rate (CAGR) of 4.3% between 2017 and 2022.

The client computing hardware segment accounted for the market's largest proportion in 2022, with total revenues of \$4.1 billion, equivalent to 50% of the market's overall value.

According to in-house research, the number of households with personal computers in Australia stood at 8.4 million in 2022, an increase of 5.7% from 2019 (before the pandemic).

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the it hardware market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the it hardware market in Australia

Leading company profiles reveal details of key it hardware market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia it hardware market with five year forecasts

## REASONS TO BUY

What was the size of the Australia it hardware market by value in 2022?

What will be the size of the Australia it hardware market in 2027?

What factors are affecting the strength of competition in the Australia it hardware market?

How has the market performed over the last five years?

What are the main segments that make up Australia's it hardware market?

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