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IT Hardware in Germany - Market Summary, Competitive Analysis and Forecast to 2025

https://marketpublishers.com/r/IACBFC74DE8EEN.html
Date: May 2021
Pages: 55
Price: US$ 350.00 (Single User License)
ID: IACBFC74DE8EEN

Abstracts

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SUMMARY

IT Hardware in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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. 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 2020 annual average

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exchange rates. Forecast figures presented in this report are calculated using crisis scenarios for the market. The length of the pandemic and restrictions introduced by various countries are still difficult to predict, though many governments had introduced national lockdowns and temporarily banned the sale of products that are deemed 'non-essential'. The length of the pandemic and restrictions imposed by governments around the world is not certain, therefore the impact on this market is difficult to predict. The data used in this report has been modelled on the assumption of a crisis scenario and has taken into consideration forecast impacts on national economies.

The German IT hardware market had total revenues of $41.7bn in 2020, representing a compound annual rate of change (CARC) of -3.6% between 2016 and 2020.

The client computing hardware segment was the market's most lucrative in 2020, with total revenues of $31.6bn, equivalent to 75.9% of the market's overall value.

The overall decline of the market has been driven by oversaturated demand in client computing hardware, especially in laptops and desktop computers.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the IT Hardware market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the IT Hardware market in Germany

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 Germany IT Hardware market with five year forecasts

REASONS TO BUY

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What was the size of the Germany IT Hardware market by value in 2020?

What will be the size of the Germany IT Hardware market in 2025?

What factors are affecting the strength of competition in the Germany IT Hardware market?

How has the market performed over the last five years?

What are the main segments that make up Germany's IT Hardware market?

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