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China Computer Peripherals Industry Report, 2007-2008

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Abstracts

China's computer peripherals industry has developed rapidly in the recent years. In 2007, China's sales of personal computer or PC, reached 27.94 million units, valued at CNY147.16 billion. In a breakdown, laptop sales volume reached 6.30 million units, up 49.5% year on year and its sales value was CNY50.01 billion, up 33% year on year, while desktop sales volume stood at 21.05 million units, up 12.9% year on year and its sales value was CNY86.07 billion, up 3.4% year on year.

China's computer industry development has brought along the development of peripheral industry. In the first quarter of 2006, sales volume of computer peripherals stood at 50.09 million units, up 41.3% year on year. In 2007, sales value of computer peripherals in China increased by 14.9% year on year.

Foreign brands, taking an important position in China's computer peripherals market, have taken the leading places in computer peripherals market segment. In 2007, HP laser printer took up more than 60% of the market shares. Epson stylus printer took up 69% of the market shares. Domestic brands, however, were competitive only in middle- and low-end market.

China's sustained and rapid economic growth and the continuous development of information construction will promote the stable development of China's computer peripherals industry.

The report is based on the authoritative data from the National Statistics Bureau, the Ministry of Information Industry and China Electronic Sounds Industry Association and information from Analysys International, CCID Consulting Co., IDC, Gartner, ZDC and some computer peripherals producers.

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