



# Consumer Electronics in Germany

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## Computers and Peripherals in Germany

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#### 2024 DEVELOPMENTS

Computers and peripherals continues to decline in 2024

Monitors is the only category to see growth, due to the gaming trend, and desktops sees the worst performance, due to preference for laptops

Consumers gravitate towards appliances and electronics specialists to buy their computers and peripherals

### PROSPECTS AND OPPORTUNITIES

Renewal cycle and substitutions set to increase sales of laptops, while desktops and monitors will decrease in the forecast period

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Ranking remains unchanged, although Apple gains share on Samsung

Appliances and electronics specialists remains the main channel for smartphones, but retail e-commerce is growing

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Boom in e-readers due to innovation of coloured e-readers

Appliances and electronics specialists remains the main channel for portable players, due to need for informed purchases and in-person testing

#### PROSPECTS AND OPPORTUNITIES

Google expected to overtake Amazon in wireless speakers, after years of continuous growth

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