

# **Computers and Peripherals in the Czech Republic**

July 2024

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# Computers and Peripherals in the Czech Republic - Category analysis

# **KEY DATA FINDINGS**

# 2024 DEVELOPMENTS

Shipments of laptops and monitors show signs of improvement but sales volumes remain low Tablets and printers struggle with low sales B2B segment outperforms retail

# PROSPECTS AND OPPORTUNITIES

Mild recovery expected for computers Competitive pricing continues to shape market dynamics Challenges persist for e-commerce despite its maturity

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