



Computers and Peripherals in Taiwan

August 2024

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Computers and Peripherals in Taiwan - Category analysis

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2024 DEVELOPMENTS

Some volume growth in 2024 after posting significant decline in 2023

Innovative models continue to attract consumer interest

Printers register decline once again as consumer demand falls away

PROSPECTS AND OPPORTUNITIES

AsusTek will continue progressively marketing its gaming computers, ultra-slim laptops, desktops and laptops (business)

All brands will turn their attention towards Internet retailing in the years ahead

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