



Computers and Peripherals in China

July 2024

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Computers and Peripherals in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

As product lifecycles have not yet ended, both business and retail computers witness volume declines

In retail, volume growth of tablets slows due to a lack of innovation, and the product lifecycle

Printers experiences another year of notable decline, driven by paperless operations

PROSPECTS AND OPPORTUNITIES

The rise of high-performance computers

AIPC (Artificial Intelligence Personal Computer) has the potential to drive sales of computers in the future

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