



Computers and Peripherals in Ukraine

July 2024

Table of Contents

Computers and Peripherals in Ukraine - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category growth spurred on by the popularity of tablets in 2024

Ukrainians seek devices offering mobility and convenience, thanks in part to remote working trends

Lenovo Ukraine TOV retains pole position in 2024, gaining ground ahead of Apple Inc

PROSPECTS AND OPPORTUNITIES

Broader target demographic will benefit computers and peripherals over the forecast period

Portability will remain a priority for many Ukrainians, favouring laptops

E-commerce will continue to vie for share with appliances and electronics specialists in the years ahead

CATEGORY DATA

Table 1 - Sales of Computers and Peripherals by Category: Volume 2019-2024

Table 2 - Sales of Computers and Peripherals by Category: Value 2019-2024

Table 3 - Sales of Computers and Peripherals by Category: % Volume Growth 2019-2024

Table 4 - Sales of Computers and Peripherals by Category: % Value Growth 2019-2024

Table 5 - Sales of Computers by Category: Business Volume 2019-2024

Table 6 - Sales of Computers by Category: Business Value MSP 2019-2024

Table 7 - Sales of Computers by Category: Business Volume Growth 2019-2024

Table 8 - Sales of Computers by Category: Business Value MSP Growth 2019-2024

Table 9 - NBO Company Shares of Computers and Peripherals: % Volume 2020-2024

Table 10 - LBN Brand Shares of Computers and Peripherals: % Volume 2021-2024

Table 11 - Distribution of Computers and Peripherals by Channel: % Volume 2019-2024

Table 12 - Forecast Sales of Computers and Peripherals by Category: Volume 2024-2029

Table 13 - Forecast Sales of Computers and Peripherals by Category: Value 2024-2029

Table 14 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2024-2029

Table 15 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2024-2029

Table 16 - Forecast Sales of Computers by Category: Business Volume 2024-2029

Table 17 - Forecast Sales of Computers by Category: Business Value MSP 2024-2029

Table 18 - Forecast Sales of Computers by Category: Business Volume Growth 2024-2029

Table 19 - Forecast Sales of Computers by Category: Business Value MSP Growth 2024-2029

Consumer Electronics in Ukraine - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 20 - Sales of Consumer Electronics by Category: Volume 2019-2024

Table 21 - Sales of Consumer Electronics by Category: Value 2019-2024

Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2019-2024

Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2019-2024

Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2020-2024

Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2021-2024

Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2019-2024

Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2024-2029

Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2024-2029

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2024-2029

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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