



Computers and Peripherals in Vietnam

July 2024

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Computers and Peripherals in Vietnam - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Further drop in demand for computers and peripherals after pandemic boost
Players continue to launch new products, focusing on AI application in upper-mid to premium segment
High camera quality and lightweight laptops are favoured by younger consumers

PROSPECTS AND OPPORTUNITIES

Computers and peripherals still offers potential over the forecast period
AI application and screen quality will be key factors in purchasing decision
Retailers boost online sales and reduce number of physical stores

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