



# Computers and Peripherals in Indonesia

July 2024

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## Computers and Peripherals in Indonesia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Surge in demand for laptops lifts overall category  
Resurgence in demand for printing devices amidst return to offices and school  
Asus dominates computer and peripherals with innovative strategies

#### PROSPECTS AND OPPORTUNITIES

Strong growth potential in computers and peripherals  
Innovation is an imperative to fend off smartphone competition  
Gaming offers key route to growth for computers

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