



Euromonitor  
International

# Computers and Peripherals in Indonesia

July 2024

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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
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Consumer Electronics in Indonesia - Industry Overview

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