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# Computers and Peripherals in Thailand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Challenging environment for computers and peripherals
- Printers buck the declining sales trend, thanks to investments in new technology, such as cloud-printing services
- Chinese manufacturers fail to gain traction

PROSPECTS AND OPPORTUNITIES

- Desktops and monitors will continue to lose ground to laptops
- Focus on specialisation and integration of advanced technologies in laptops and printers
- Greater emphasis on sustainability and resource efficiency

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Consumer Electronics in Thailand - Industry Overview

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