



# Computers and Peripherals in Australia

July 2024

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## Computers and Peripherals in Australia - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

High cost of living in Australia continues to negatively impact demand  
Gamers comprise dynamic consumer segment for computer and peripherals  
Market seasonality helps drive volumes during discount periods

#### PROSPECTS AND OPPORTUNITIES

More positive outlook for laptops over the forecast period  
Apple likely to retain leadership through innovation and regular launch of new models  
Peripherals will struggle over the forecast period

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