

# **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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