

# Computers and Peripherals in France

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Declining trends continue due to previous sales boost on desktops and laptops

Tablets struggles to recover, while monitors and printers wait for a replacement cycle

Hewlett-Packard maintains its lead, while refurbished device specialists continue to gain attention

#### PROSPECTS AND OPPORTUNITIES

Stabilisation expected, albeit variable based on trends

Stronger innovation and premiumisation needed to drive value growth

Competitive pricing will drive trends in a busy market, as manufacturers and retailers still face challenges

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