

Computers and Peripherals in the Philippines

July 2023

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Computers and Peripherals in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Computers and peripherals returns to growth in 2023 backed by low penetration rate

Gaming laptops see surging demand

Acer leads thanks to wide product offer that meet the needs of different consumer groups

PROSPECTS AND OPPORTUNITIES

Healthy demand predicted for computers and peripherals as consumers embrace flexible work arrangements

Lower-priced computers helping to reach a wider audience

Gaming offers opportunities for premiumisation as serious gamers demand superior features

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