

# Computers and Peripherals in Australia

August 2023

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## Computers and Peripherals in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflation negatively impacting sales of new computers  
Gaming offers sales opportunities in an otherwise deflated market  
Printers the one bright spot as supply shortages persist

#### PROSPECTS AND OPPORTUNITIES

Uncertain outlook for computers and peripherals as economic pressures take their toll  
Peripherals set to come to the fore thanks to home working trend  
Cheaper Chinese brands could disrupt the competitive landscape but Apple set to remain on top

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