

# Computers and Peripherals in Nigeria

July 2023

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## Computers and Peripherals in Nigeria - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Marginal volume growth, as consumer purchasing power falls further Hewlett-Packard dominates thanks to its major presence in laptops Desktops and tablets fare worst

## PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Continued demise for desktops and tablets

Credit arrangements such as Buy Now Pay Later bolsters volume sales

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