

# Computers and Peripherals in Germany

October 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shifts in preference and high penetration lead to adjustments in computers and peripherals  
All categories move back towards pre-pandemic level of sales  
Increasing specialisation in computers and peripherals

#### PROSPECTS AND OPPORTUNITIES

Sales of premium laptops may slow due to economic situation  
Innovations in laptops will put pressure on tablets  
Computers once again expected to focus on high-performance devices

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## Consumer Electronics in Germany - Industry Overview

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