

Computers and Peripherals in Malaysia

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for computers and peripherals continues to weaken in 2023, as consumers have no need to refresh their newly-purchased devices
Attractive tax incentives are counteracted by continued inflationary pressures
HP remains market leader, while e-commerce grows in importance

PROSPECTS AND OPPORTUNITIES

Premiumisation will be key driver in computer and peripherals
Paperless initiatives will hamper sales of printers
Manufacturers to intensify their efforts to lock consumers into their ecosystems, but Malaysians will remain price sensitive

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