



Euromonitor
International

Computers and Peripherals in China

August 2025

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Computers and Peripherals in China - Category analysis

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2025 DEVELOPMENTS

Government stimulus measures drive growth for computers and peripherals

The leading Lenovo and Huawei brands see sales growth, but are outperformed by Honor

Despite its dominance, retail e-commerce sees the strongest sales growth in 2025

PROSPECTS AND OPPORTUNITIES

Growth will be driven by ongoing economic development and evolving consumption patterns

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