

# Computers and Peripherals in Poland

July 2023

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## Computers and Peripherals in Poland - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Low consumer confidence drives decline in 2023

High cost of gaming computers inhibits stronger sales

E-commerce continues its upward trajectory

## PROSPECTS AND OPPORTUNITIES

Improved performance thanks to greater economic stability

Environmental concerns and people printing less impact printers

Rise in popularity of gaming due to COVID-19 to support demand for gaming computers

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