



Euromonitor
International

Computers and Peripherals in Germany

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Computers and Peripherals in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Computers and peripherals in 2025 is characterised by the Windows 10 discontinuation and innovation in ink tanks
Players who can guarantee durability and long-term cost-saving through reputation and innovation are winning share
Retail e-commerce wins share, while appliances and electronics specialists are repurposed to showcase products

PROSPECTS AND OPPORTUNITIES

Laptops set to outperform desktops, while monitors will also benefit from this trend
Mini PCs may become the new standard for desktops
Desktop mode for smartphones has the potential to substitute desktops and laptops

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