



Computers and Peripherals in the Czech Republic

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

A modest recovery in demand is driven by Windows 11 and AI features in 2025
Hewlett-Packard retains the lead while Lenovo emerges as the most dynamic player
Retail e-commerce leads distribution, with consumers expecting high quality customer service

PROSPECTS AND OPPORTUNITIES

Limited retail volume growth expected in the saturated computers and peripherals market
Upgrades to Windows 11 and innovative technological is set to sustain growth
Digital transformation and sustainability concerns are set to negatively impact printers

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