



**Euromonitor
International**

Computers and Peripherals in the Netherlands

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Computers and Peripherals in the Netherlands - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

AI capabilities, increased performance and replacement cycles drive growth

Apple Computer Benelux BV leads, while Lenovo (International) BV posts the fastest growth in 2025

Retail e-commerce remain dominants as it becomes the most dynamic channel in 2025

PROSPECTS AND OPPORTUNITIES

Laptops is set to remain the most resilient category as desktops and tablets decline

AI-ready laptops will drive the next wave of product replacements over the forecast period

Foldable form and sustainable designs are expected to shape premium computing in the Netherlands

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