



**Euromonitor
International**

Computers and Peripherals in South Africa

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Computers and Peripherals in South Africa - Category analysis

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2025 DEVELOPMENTS

Computer sales experience a decline in volume, while sales of peripherals record modest growth

Established players hold firm amid rising competition in computers and peripherals

Appliance and electronics specialists dominate distribution with the emergence of more direct-to-consumer stores

PROSPECTS AND OPPORTUNITIES

A gradual recovery is expected across the forecast period, driven by changing consumer preferences

Digital innovation and distribution technologies will shape performance over the forecast period

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