



Euromonitor
International

Computers and Peripherals in Austria

March 2026

Table of Contents

Computers and Peripherals in Austria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Minor volume decline for overall computers and peripherals
Samsung remains the leader thanks to its strong role in tablets and monitors
Leading channel e-commerce extends lead

PROSPECTS AND OPPORTUNITIES

Downward trend expected in computers and peripherals
AI integration expected to shape the coming years
Sustainability another area of future innovation

CATEGORY DATA

Table 1 - Sales of Computers and Peripherals by Category: Volume 2020-2025
Table 2 - Sales of Computers and Peripherals by Category: Value 2020-2025
Table 3 - Sales of Computers and Peripherals by Category: % Volume Growth 2020-2025
Table 4 - Sales of Computers and Peripherals by Category: % Value Growth 2020-2025
Table 5 - Sales of Computers by Category: Business Volume 2020-2025
Table 6 - Sales of Computers by Category: Business Value MSP 2020-2025
Table 7 - Sales of Computers by Category: Business Volume Growth 2020-2025
Table 8 - Sales of Computers by Category: Business Value MSP Growth 2020-2025
Table 9 - NBO Company Shares of Computers and Peripherals: % Volume 2021-2025
Table 10 - LBN Brand Shares of Computers and Peripherals: % Volume 2022-2025
Table 11 - Distribution of Computers and Peripherals by Channel: % Volume 2020-2025
Table 12 - Forecast Sales of Computers and Peripherals by Category: Volume 2025-2030
Table 13 - Forecast Sales of Computers and Peripherals by Category: Value 2025-2030
Table 14 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2025-2030
Table 15 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2025-2030
Table 16 - Forecast Sales of Computers by Category: Business Volume 2025-2030
Table 17 - Forecast Sales of Computers by Category: Business Value MSP 2025-2030
Table 18 - Forecast Sales of Computers by Category: Business Volume Growth 2025-2030
Table 19 - Forecast Sales of Computers by Category: Business Value MSP Growth 2025-2030

Consumer Electronics in Austria - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2025: The big picture
2025 key trends
Competitive landscape
Channel developments
What next for consumer electronics?

MARKET DATA

Table 20 - Sales of Consumer Electronics by Category: Volume 2020-2025
Table 21 - Sales of Consumer Electronics by Category: Value 2020-2025
Table 22 - Sales of Consumer Electronics by Category: % Volume Growth 2020-2025
Table 23 - Sales of Consumer Electronics by Category: % Value Growth 2020-2025
Table 24 - NBO Company Shares of Consumer Electronics: % Volume 2021-2025
Table 25 - LBN Brand Shares of Consumer Electronics: % Volume 2022-2025
Table 26 - Distribution of Consumer Electronics by Channel: % Volume 2020-2025
Table 27 - Forecast Sales of Consumer Electronics by Category: Volume 2025-2030
Table 28 - Forecast Sales of Consumer Electronics by Category: Value 2025-2030

Table 29 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2025-2030

Table 30 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/computers-and-peripherals-in-austria/report.