



Euromonitor
International

Computers and Peripherals in Turkey

August 2025

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Computers and Peripherals in Turkey - Category analysis

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2025 DEVELOPMENTS

Volume sales of computers and peripherals rebound back into a positive performance

Lenovo maintains leading place in computers and peripherals, while Asus benefits from its popularity in gaming

Appliances and electronics retailers maintains its leading distribution position, albeit with retail e-commerce hot on its heels

PROSPECTS AND OPPORTUNITIES

Computers and peripherals will maintain flat-positive volume sales as inflationary pressures ease and value stabilises

Ongoing digital and technological advancements expected

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