



Computers and Peripherals in France

August 2025

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Computers and Peripherals in France - Category analysis

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2025 DEVELOPMENTS

Further declines in 2025, but tablets remains dynamic

Peripherals experiences mixed trends, with gaming segment offering potential

Asus and Apple record dynamic performances, while Samsung sees a revival

PROSPECTS AND OPPORTUNITIES

More positive outlook but category will struggle to recover over forecast period

Players will aim to drive value growth over the forecast period

Despite e-commerce dominance, omnichannel strategy will remain important

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