



**Euromonitor
International**

Computers and Peripherals in Poland

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Computers and Peripherals in Poland - Category analysis

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2025 DEVELOPMENTS

Low level growth as sales are challenged by lower discretionary spending

Lenovo Technology BV strengthens its lead in computers and peripheral

Retail e-commerce leads distribution, increase its share to be the most dynamic channel

PROSPECTS AND OPPORTUNITIES

Retail volume sales are set to decline as the market matures

AI, sustainability and connectivity is expected to shape the next phase of product development

Hybrid devices and modular solutions are set to lead innovation

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