



Euromonitor
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Computers and Peripherals in the Netherlands

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

AI capabilities, increased performance and replacement cycles drive growth

Apple Computer Benelux BV leads, while Lenovo (International) BV posts the fastest growth in 2025

Retail e-commerce remain dominants as it becomes the most dynamic channel in 2025

PROSPECTS AND OPPORTUNITIES

Laptops is set to remain the most resilient category as desktops and tablets decline

AI-ready laptops will drive the next wave of product replacements over the forecast period

Foldable form and sustainable designs are expected to shape premium computing in the Netherlands

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 the Netherlands - 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

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