



Euromonitor  
International

# Computers and Peripherals in Romania

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## Computers and Peripherals in Romania - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Gaming laptops continue to grow within a declining market  
Lenovo extends its leadership while emerging players gain ground  
Specialist retailers dominate, while e-commerce drives channel growth

#### PROSPECTS AND OPPORTUNITIES

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Convenience and sustainability to influence purchasing decisions

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