



**Euromonitor  
International**

# Computers and Peripherals in Denmark

July 2025

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## Computers and Peripherals in Denmark - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Low consumer confidence impacts volume sales of computers and peripherals in Denmark  
Lenovo leads with notable share growth in 2025  
E-commerce continues to dominate sales ahead of appliances and electronics specialists

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Digital and technological advancements will embed artificial intelligence  
Innovation will be driven by demand for seamless connectivity

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