



Computers and Peripherals in Australia

October 2025

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Computers and Peripherals in Australia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

AI and gaming continue to shape consumer decisions in computers and peripherals
Apple leads but Asus gains ground with AI, gaming and creator focused innovation
E-commerce now dominates sales due to convenience and discounts

PROSPECTS AND OPPORTUNITIES

AI expected to encourage performance-driven upgrades
Sales likely to remain split between the online and offline worlds
AI and customisation services set to define innovation

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