



Euromonitor  
International

# Computers and Peripherals in Australia

October 2025

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### 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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