



Passport

Computers and Peripherals in India

Euromonitor International

October 2023

This sample report is for illustration purposes only.

Some content and data have been changed.

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EXECUTIVE SUMMARY	11
Consumer electronics in 2023: The big picture.....	11
2023 key trends	11
Competitive landscape	12
Retailing developments	12
What next for consumer electronics?.....	13
MARKET DATA.....	13
Table 20 Sales of Consumer Electronics by Category: Volume 2018-2023.....	13
Table 21 Sales of Consumer Electronics by Category: Value 2018-2023.....	14
Table 22 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023	14
Table 23 Sales of Consumer Electronics by Category: % Value Growth 2018-2023	14
Table 24 NBO Company Shares of Consumer Electronics: % Volume 2019-2023	14
Table 25 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023	15
Table 26 Distribution of Consumer Electronics by Channel: % Volume 2018-2023	16
Table 27 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028	17
Table 28 Forecast Sales of Consumer Electronics by Category: Value 2023-2028	17
Table 29 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028	18
Table 30 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028	18
DISCLAIMER	18
SOURCES.....	18
Summary 1 Research Sources.....	18

COMPUTERS AND PERIPHERALS IN INDIA - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Inflationary pressures hinder demand for computers and peripherals

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Growing interest in e-sports drives demand for gaming laptops

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Indian government restricts imports of desktops and portable computers

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PROSPECTS AND OPPORTUNITIES

Tablets expected to be strongest performer on the back of 5g rollout

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Launch of cheaper laptops supports category growth

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Government initiatives to boost domestic computer manufacturing

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CATEGORY DATA

Table 1 Sales of Computers and Peripherals by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						
Peripherals						
- Monitors						
- Printers						
Computers and Peripherals						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Computers and Peripherals by Category: Value 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						

Peripherals
 - Monitors
 - Printers
 Computers and Peripherals

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Computers
 - Desktops
 - Portable Computers
 -- Laptops
 -- Tablets
 Peripherals
 - Monitors
 - Printers
 Computers and Peripherals

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Computers
 - Desktops
 - Portable Computers
 -- Laptops
 -- Tablets
 Peripherals
 - Monitors
 - Printers
 Computers and Peripherals

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Sales of Computers by Category: Business Volume 2018-2023

'000 units

2018 2019 2020 2021 2022 2023

Computers
 - Desktops
 - Portable Computers
 -- Laptops
 -- Tablets

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Sales of Computers by Category: Business Value MSP 2018-2023

INR million	2018	2019	2020	2021	2022	2023
Computers - Desktops - Portable Computers -- Laptops -- Tablets	Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 7 Sales of Computers by Category: Business Volume Growth 2018-2023

% business volume growth	2022/23	2018-23 CAGR	2018/23 Total
Computers - Desktops - Portable Computers -- Laptops -- Tablets	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

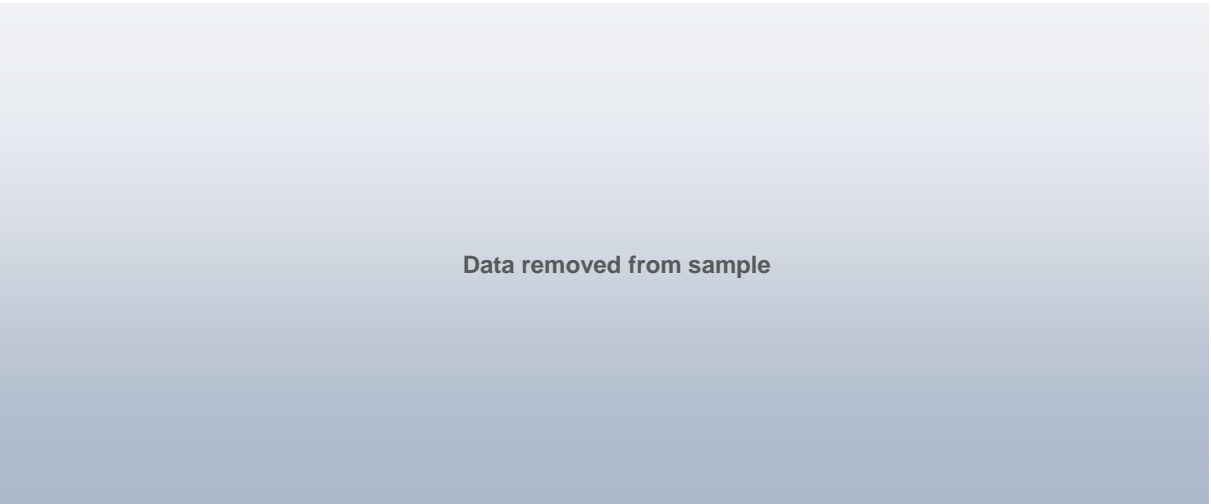
Table 8 Sales of Computers by Category: Business Value MSP Growth 2018-2023

% current business value growth msp	2022/23	2018-23 CAGR	2018/23 Total
Computers - Desktops - Portable Computers -- Laptops -- Tablets	Data removed from sample		

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

% retail volume Company	2019	2020	2021	2022	2023
Data removed from sample					



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
Data removed from sample					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						
--- Discounters						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods Specialists						
--- Other Non-Grocery Retailers						
-- Vending						
-- Direct Selling						
- Retail E-Commerce						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						
Peripherals	Data removed from sample					
- Monitors						

- Printers
Computers and Peripherals

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 13 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

INR million

2023 2024 2025 2026 2027 2028

Computers
- Desktops
- Portable Computers
-- Laptops
-- Tablets
Peripherals
- Monitors
- Printers
Computers and Peripherals

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 14 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

% volume growth

2023/24 2023-28 CAGR 2023/28 Total

Computers
- Desktops
- Portable Computers
-- Laptops
-- Tablets
Peripherals
- Monitors
- Printers
Computers and Peripherals

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 15 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

% constant value growth

2023/2024 2023-28 CAGR 2023/28 Total

Computers
- Desktops
- Portable Computers
-- Laptops
-- Tablets
Peripherals
- Monitors
- Printers
Computers and Peripherals

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 16 Forecast Sales of Computers by Category: Business Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 17 Forecast Sales of Computers by Category: Business Value MSP 2023-2028

INR million	2023	2024	2025	2026	2027	2028
Computers	Data removed from sample					
- Desktops						
- Portable Computers						
-- Laptops						
-- Tablets						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 18 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

% business volume growth	2023/24	2023-28 CAGR	2023/28 Total
Computers	Data removed from sample		
- Desktops			
- Portable Computers			
-- Laptops			
-- Tablets			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 19 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

% constant business value growth msp	2023/24	2023-28 CAGR	2023/28 Total
Computers	Data removed from sample		
- Desktops			
- Portable Computers			
-- Laptops			
-- Tablets			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

CONSUMER ELECTRONICS IN INDIA - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

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2023 key trends

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Competitive landscape

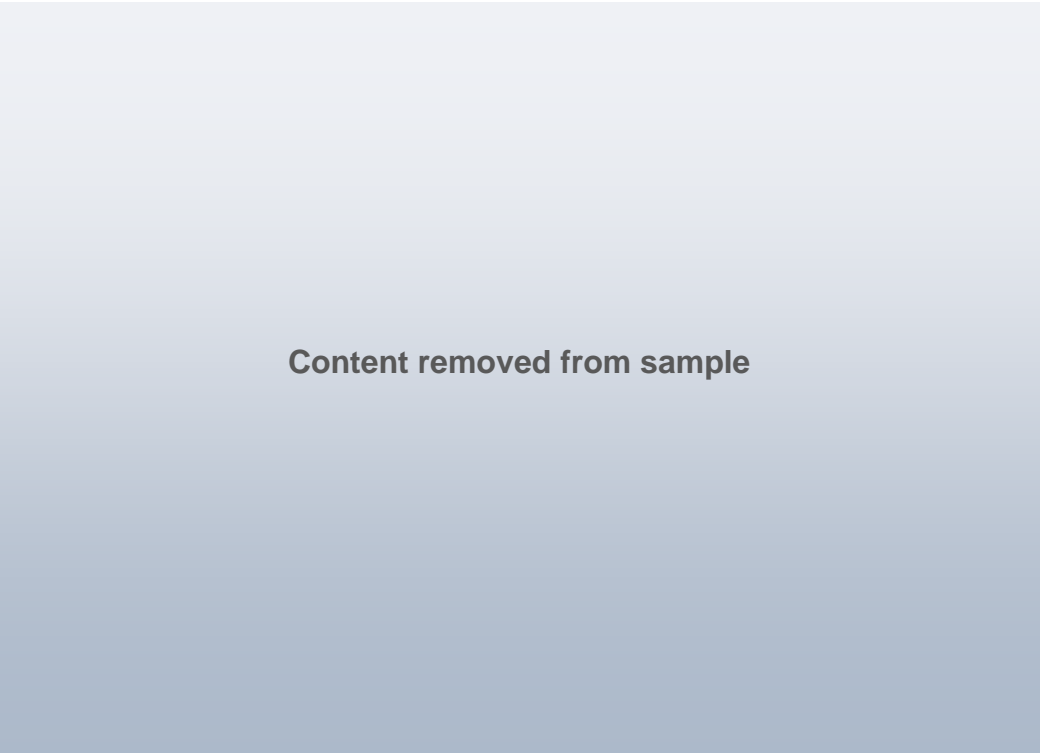
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Retailing developments

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What next for consumer electronics?



MARKET DATA

Table 20 Sales of Consumer Electronics by Category: Volume 2018-2023

'000 units	2018	2019	2020	2021	2022	2023
Computers and Peripherals	Data removed from sample					

In-Car Entertainment
In-Home Consumer
Electronics
Portable Consumer
Electronics
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 21 Sales of Consumer Electronics by Category: Value 2018-2023

INR million

2018 2019 2020 2021 2022 2023

Computers and Peripherals
In-Car Entertainment
In-Home Consumer
Electronics
Portable Consumer
Electronics
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 22 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Computers and Peripherals
In-Car Entertainment
In-Home Consumer Electronics
Portable Consumer Electronics
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 23 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Computers and Peripherals
In-Car Entertainment
In-Home Consumer Electronics
Portable Consumer Electronics
Consumer Electronics

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 24 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

% retail volume

Company	2019	2020	2021	2022	2023
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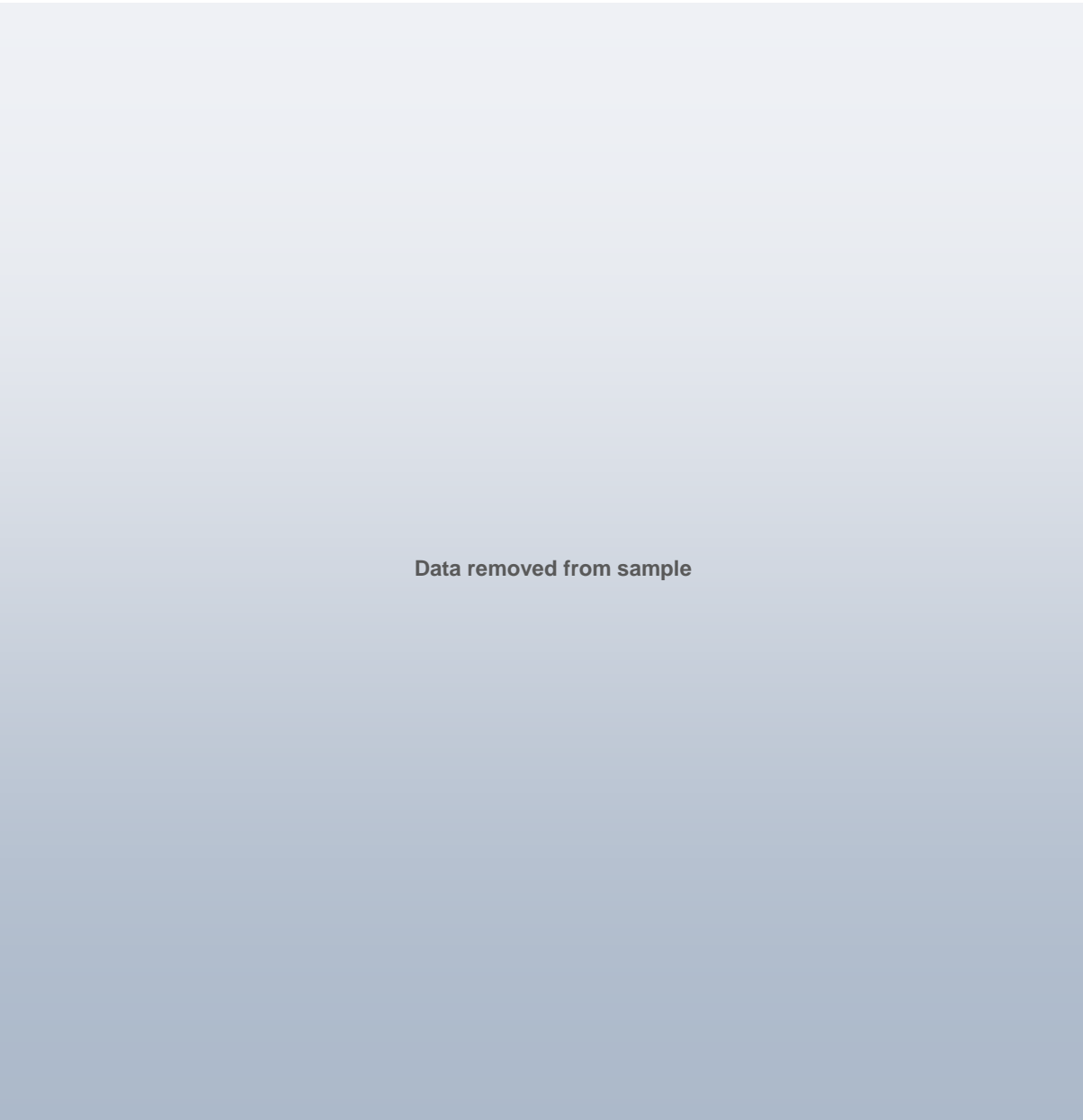
Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 25 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

% retail volume Brand (GBO)	Company (NBO)	2020	2021	2022	2023
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Data removed from sample



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 26 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	<div data-bbox="596 1744 1386 1915"><p data-bbox="849 1792 1158 1825">Data removed from sample</p></div>					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
--- Supermarkets						
--- Hypermarkets						

--- Discounters
 --- Warehouse Clubs
 --- Food/drink/tobacco specialists
 --- Small Local Grocers
 -- Non-Grocery Retailers
 --- General Merchandise Stores
 --- Apparel and Footwear Specialists
 --- Appliances and Electronics Specialists
 --- Home Products Specialists
 --- Health and Beauty Specialists
 --- Leisure and Personal Goods Specialists
 --- Other Non-Grocery Retailers
 -- Vending
 -- Direct Selling
 - Retail E-Commerce
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 27 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

'000 units	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 28 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

INR million	2023	2024	2025	2026	2027	2028
Computers and Peripherals	Data removed from sample					
In-Car Entertainment						
In-Home Consumer Electronics						
Portable Consumer Electronics						
Consumer Electronics						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 29 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Computers and Peripherals In-Car Entertainment In-Home Consumer Electronics Portable Consumer Electronics Consumer Electronics	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 30 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Computers and Peripherals In-Car Entertainment In-Home Consumer Electronics Portable Consumer Electronics Consumer Electronics	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast and scenario closing date: 10 July 2023

Report closing date: 24 October 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during research include the following:

Summary 1 Research Sources

Official Sources

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Trade Associations

Trade Press

Content removed from sample

Content removed from sample

Content removed from sample

Source: Euromonitor International