

PC Peripherals - UK - August 2009

Report Price: £1500 / \$3000 / €2250

What is this report about?

With Mintel research showing nine in ten adults now having access to a computer in their home, the UK is now a PC nation, not only in terms of ownership but also in the extent to which we use PC technology in more and more areas of our lives. And it is this change in society that has created mass-market demand for peripheral devices that enable us to get more out of our PCs.



Key issues covered in the analysis

- Intel's research shows that the gap between buying online and offline is almost equal. However, buyers are more likely to turn to bricks and mortar specialists first, why?
- The increased popularity of laptops over desktops threatens the traditional consumer base of peripherals. How should peripheral manufacturers adapt?
- The market continues to struggle in the recession, with consumers even more resistant to upgrades. How can the market drive sales without primarily focussing on price?
- Women are most interested in expert advice and after sales support when buying new peripherals. How should bricks and mortar stores adapt to take advantage of this?
- One in seven online PC owners own more than ten computer accessories. What can peripheral manufacturers do to expand this trend to a wider audience?
- Convergence will continue to generate interest in the sector, but will multi functional devices add or detract from market values in the long run?

Scope of the report

For this report, only the home user or SOHO (small office/home office) aftermarket peripherals market is examined. These peripherals are bought, usually through a retail channel, for business, education or leisure use in the home. They are taken to include the following items:

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