In Unity, components provide additional unique and specific features and functions to the game objects that you are using to create your game. For example you can add a component to a game object that provides you specific tools to control how an object will move in the world, and another component will help you control how you collide with other objects. In this way you can add all types of components that will help you achieve certain things that will make all the objects in you game behave exactly as you need them to.

This is helpful because it saves the programmers time and effort from trying to create large classes for objects that handles every specific behaviour that is needed for the type of object being created.