

Appliances and Electronics Specialists in Italy

Market Direction | 2023-03-21 | 39 pages | Euromonitor

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Report description:

Electronics and appliance specialists registered another positive performance in 2022, recovering in value sales terms to pre-pandemic levels, while the number of stores also grew, despite ongoing strong e-commerce sales for this product category. While home seclusion during the lockdowns led to a surge in demand for various products for entertainment purposes and the creation of home offices, many Italians remained highly focused on smart working in 2022, therefore leading to a further need to...

Euromonitor International's Appliances and Electronics Specialists in Italy report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
March 2023

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