

## **Appliances and Electronics Specialists in Slovakia**

Market Direction | 2023-03-14 | 35 pages | Euromonitor

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### **Report description:**

Appliances and electronics specialists continued growing in current value terms in 2022, thanks to the full lifting of pandemic-related restrictions and rapidly rising product prices. In spite of this, appliances and electronics specialists failed to reach pre-pandemic sales. This was because Slovak consumers had to postpone purchases as they had to allocate more of their household budgets to essential products, such as food, basic clothing and housing.

Euromonitor International's Appliances and Electronics Specialists in Slovakia report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include 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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#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Despite the full lifting of COVID-19 restrictions in 2022, the category fails to return to pre-pandemic growth levels as consumers tighten their belts

Large players optimise their sales via an omnichannel approach, while small businesses are much more vulnerable and struggle to survive

Industry players engage in price wars and understand the importance of omnichannel shopping providing additional discounts as consumers shop around

#### PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists focus on building omnichannel presence and digitalisation to offer consumers a better shopping experience

Macroeconomic turmoil, lower availability of financing on mortgages and higher costs of construction materials, logistics and labour dent demand for consumer appliances

Supply shortages of materials push unit prices upwards, while inflation poses difficulties for retailers

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