

## **Appliances and Electronics Specialists in Hungary**

Market Direction | 2023-04-18 | 36 pages | Euromonitor

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### **Report description:**

After two years of current value decline, the shocking increase of electricity and gas prices (despite the price cap for most households), and heightened awareness of the need to reduce energy usage at a household level, generated a boost to the sales of appliances and electronics specialists in 2022. The replacement of old refrigeration appliances and home laundry appliances with new, more efficient ones seemed to be one way of cutting expenditure on utilities, or at least reducing the extra am...

Euromonitor International's Appliances and Electronics Specialists in Hungary 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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Demand for more energy-efficient appliances and replacement smartphones

Innovation and financing also drive demand

Extreme Digital outlets disappear, absorbed into the eMAG brand

#### PROSPECTS AND OPPORTUNITIES

Channel set to remain concentrated, with no new entrants likely

Specialisation could be key to survival for independent outlets

Showrooms will be created, as outlets will need to demonstrate brand experiences

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### Summary 2 Research Sources

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