

## **Austria Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2026**

Industry Report | 2023-03-07 | 38 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Austria Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2026

#### Summary

Consumer Electronics Retail in Austria industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2016-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The Consumer Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes.
- The Austrian consumer electronics market had total revenues of \$6.6bn in 2021, representing a compound annual growth rate

(CAGR) of 2.9% between 2017 and 2021.

- The Household Appliances segment was the market's most lucrative in 2021, with total revenues of \$2.0bn, equivalent to 29.9% of the market's overall value.

- The Austrian market accounts for 2.0% of the European market in 2021. In 2020, unlike other retail markets, consumer electronics market was resilient to the COVID-19 crisis with market growth reaching healthy pace from moderate pace last year.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Austria
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Austria
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Austria consumer electronics retail market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Austria consumer electronics retail market by value in 2021?
- What will be the size of the Austria consumer electronics retail market in 2026?
- What factors are affecting the strength of competition in the Austria consumer electronics retail market?
- How has the market performed over the last five years?
- Who are the top competitors in Austria's consumer electronics retail market?

## Table of Contents:

### Table of Contents

#### 1 Executive Summary

##### 1.1. Market value

##### 1.2. Market value forecast

##### 1.3. Category segmentation

##### 1.4. Geography segmentation

##### 1.5. Market rivalry

##### 1.6. Competitive landscape

#### 2 Market Overview

##### 2.1. Market definition

##### 2.2. Market analysis

#### 3 Market Data

##### 3.1. Market value

#### 4 Market Segmentation

##### 4.1. Category segmentation

##### 4.2. Geography segmentation

##### 4.3. Market distribution

#### 5 Market Outlook

##### 5.1. Market value forecast

#### 6 Five Forces Analysis

##### 6.1. Summary

- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry
- 7 Competitive Landscape
  - 7.1. Who are the leading players?
  - 7.2. How is (new) technology being incorporated into the leading players' business practices?
  - 7.3. What is the rationale for the recent M&A activity?
  - 7.4. How has the COVID-19 pandemic affected leading players?
- 8 Company Profiles
  - 8.1. Amazon.com, Inc.
  - 8.2. MediaMarktSaturn Retail Group
- 9 Macroeconomic Indicators
- 9.1. Country data
- 10 Appendix
  - 10.1. Methodology
  - 10.2. Industry associations
  - 10.3. Related MarketLine research
  - 10.4. About MarketLine

**Austria Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2026**

Industry Report | 2023-03-07 | 38 pages | MarketLine

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>

Signature

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)