

Australia Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-10-27 | 37 pages | MarketLine

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Report description:

Australia Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

Summary

Consumer Electronics Retail in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.
- The Australian consumer electronics market had total revenues of \$23.4 billion in 2022, representing a compound annual growth rate (CAGR) of 5.3% between 2017 and 2022.
- The communications equipment segment accounted for the market's largest proportion in 2022, with total revenues of \$12.8 billion, equivalent to 54.9% of the market's overall value.
- The growth in the Australian consumer electronics market is influenced by several macroeconomic factors, such as rising GDP and growing consumer confidence. For instance, according to the Westpac-Melbourne Institute Consumer Sentiment Index in Australia, it reached its highest level in six months, reaching 82 in October 2023.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer

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electronics retail market in Australia

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Australia
- 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 Australia consumer electronics retail market with five year forecasts

Reasons to Buy

- What was the size of the Australia consumer electronics retail market by value in 2022?
- What will be the size of the Australia consumer electronics retail market in 2027?
- What factors are affecting the strength of competition in the Australia consumer electronics retail market?
- How has the market performed over the last five years?
- What are the main segments that make up Australia's consumer electronics retail market?

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