

## **New Zealand Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-10-27 | 33 pages | MarketLine

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### **Report description:**

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

#### Summary

Consumer Electronics Retail in New Zealand 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 New Zealand consumer electronics market had total revenues of \$4.3 billion in 2022, representing a compound annual growth rate (CAGR) of 5.2% between 2017 and 2022.
- The computer hardware & software segment accounted for the market's largest proportion in 2022, with total revenues of \$1.4 billion, equivalent to 32.6% of the market's overall value.
- In 2022, the consumer electronics market experienced contraction due to smartphone saturation and a rebound in computing device demand. The economic slowdown, inflation, and increased energy prices contributed to decreased consumer spending on home entertainment equipment, resulting in a dip in the market. For instance, consumer price inflation in New Zealand in 2022 stood at 7.2%, an increase from 3.9%, according to GlobalData.

#### Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in New Zealand
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in New Zealand
- 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 New Zealand consumer electronics retail market with five year forecasts

#### Reasons to Buy

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

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