

Appliances and Electronics Specialists in Austria

Market Direction | 2024-02-28 | 36 pages | Euromonitor

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Report description:

Consumer restraint affected the entire retail market in 2023, but appliances and electronics specialists was one of the categories most negatively affected.

Euromonitor International's Appliances and Electronics Specialists in Austria 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers currently not focusing on appliances and electronics

Red Zac experiences closures, but also a notable new addition

Despite problems, the state promotes repairs and conscious consumption

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Forecast period characterised by lack of growth

Media Markt expands with downsized store concept

Appliances and electronics specialists have to move with the times to survive

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