

Appliances and Electronics Specialists in Australia

Market Direction | 2024-03-06 | 37 pages | Euromonitor

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Report description:

In 2023, appliances and electronics specialists in Australia continued to record a positive performance, with offline shopping making a complete recovery from the pandemic's impact. The renewed focus for many players in the channel was on creating engaging in-store experiences for customers in their bricks-and-mortar outlets, especially as sales of consumer appliances e-commerce declined during the year. Major appliance manufacturers have directed their attention towards enhancing offline engage...

Euromonitor International's Appliances and Electronics Specialists in Australia 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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SOURCES

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