

Appliances and Electronics Specialists in New Zealand

Market Direction | 2024-03-07 | 33 pages | Euromonitor

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Report description:

Appliances and electronics specialists in New Zealand saw only marginal retail current value growth in 2023, despite a slight increase in the number of outlets. In the wake of the COVID-19 pandemic, closed borders and a relatively stable economy meant that discretionary spending levels were robust, with consumers not being able to spend on overseas travel. In a typically year, approximately one tenth of electronic card spend by New Zealanders is conducted overseas. Much of this spend was redirec...

Euromonitor International's Appliances and Electronics Specialists in New Zealand 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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