

Appliances and Electronics Specialists in Switzerland

Market Direction | 2024-03-04 | 36 pages | Euromonitor

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Report description:

Appliance and electronics specialists recorded a decline in current retail value sales in Switzerland in 2023 as a result of a combination of factors. Average prices across the category, combined with the higher cost of living in general, dampened demand and led to increased price sensitivity amongst local consumers. In addition, post-pandemic, Swiss consumers are leading increasingly busy lives outside of the home and using in-home entertainment products such as games and peripherals. Less ofte...

Euromonitor International's Appliances and Electronics Specialists in Switzerland 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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