

## **Appliances and Electronics Specialists in Chile**

Market Direction | 2024-03-13 | 35 pages | Euromonitor

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### **Report description:**

As a high number of big-ticket purchases were made during the pandemic years, appliances and electronics specialists in Chile experienced a marginal drop in value sales in 2023. This scenario encouraged many leading players to aggressively adopt promotional activities and to focus on higher renewal items on categories such as smart wearables, speakers, and other smaller electronics.

Euromonitor International's Appliances and Electronics Specialists in Chile 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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Euromonitor International  
March 2024

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Promotional activities in attempt to drive sales of appliances and electronics in 2023

ABC DIN looks to merge with La Polar in a process that is likely to extend into 2024

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