

## **Consumer Electronics Retail in New Zealand**

Industry Report | 2024-08-30 | 45 pages | MarketLine

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### **Report description:**

Consumer Electronics Retail in New Zealand

#### Summary

Consumer Electronics Retail in New Zealand industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.
- The New Zealand consumer electronics retail market recorded revenues of \$3.5 billion in 2023, representing a negative compound annual growth rate (CAGR) of 1.7% between 2018 and 2023.
- The computer hardware & software segment accounted for the market's largest proportion in 2023, with total revenues of \$1.2 billion, equivalent to 33.1% of the market's overall value.
- The New Zealand consumer electronics retail market is experiencing a downturn due to rising inflation and economic uncertainty. According to the Statistics New Zealand, consumer price inflation in New Zealand have been high, reaching approximately 5.7% in 2023, which has significantly eroded consumers' purchasing power.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in New Zealand

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in New Zealand
- Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the New Zealand consumer electronics retail market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the New Zealand consumer electronics retail market by value in 2023?
- What will be the size of the New Zealand consumer electronics retail market in 2028?
- What factors are affecting the strength of competition in the New Zealand consumer electronics retail market?
- How has the market performed over the last five years?
- Who are the top competitors in New Zealand's consumer electronics retail market?

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