

Appliances and Electronics Specialists in Spain

Market Direction | 2025-02-27 | 37 pages | Euromonitor

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Report description:

In 2024, appliances and electronics specialists benefited from the change in TV channel frequency in Spain; the change prompted a notable rise in demand for new TV sets that could accommodate the updated broadcasting standards. Many local consumers replaced their existing televisions to ensure compatibility, creating a clear boost in sales for the overall category. Moreover, two major sports events held during the summer the Olympic Games and the UEFA European Football Championship - contributed...

Euromonitor International's Appliances and Electronics Specialists in Spain 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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