



# Appliances and Electronics Specialists in France

February 2024

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## Appliances and Electronics Specialists in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

2023 sees sales slump following previous year's slowdown

New entrants bet on eco-friendly products

Établissements Darty et Fils retains overall leadership thanks to diversified offer

#### PROSPECTS AND OPPORTUNITIES

Appliances and electronics retailers set to benefit from changes in operating environment

Competition with other channels will continue to intensify

Innovation will remain centred on sustainability

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Second-hand trend proves a double-edged sword

What next for retail?

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Back to School (La Rentrée)

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