

Appliances and Electronics Specialists in Italy

March 2024

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Appliances and Electronics Specialists in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation trumps growth, as non-essential purchases decline
Media World maintains a thin lead in a challenging market
Competition intensifies and innovation targets convenience

PROSPECTS AND OPPORTUNITIES

Sustainability set to play a key role in company strategies
Inflation and price sensitivity to continue affecting growth
Home working and the housing market set to influence demand

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Sustainability in 2023 and onwards,
What next for retail?

OPERATING ENVIRONMENT

Informal retail
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