



Appliances and Electronics Specialists in Austria

February 2024

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Appliances and Electronics Specialists in Austria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers currently not focusing on appliances and electronics
Red Zac experiences closures, but also a notable new addition
Despite problems, the state promotes repairs and conscious consumption

PROSPECTS AND OPPORTUNITIES

Forecast period characterised by lack of growth
Media Markt expands with downsized store concept
Appliances and electronics specialists have to move with the times to survive

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The role of retail e-commerce is also stagnating in this harsh environment
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