



Euromonitor
International

Appliances and Electronics Specialists in Australia

March 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cost-of-living pressures limit discretionary spend among consumers
- JB Hi-Fi is looking to expand its offer in Australia
- Threat from e-commerce intensifies, pushing specialists to improve in-store experience as part of differentiation strategy

PROSPECTS AND OPPORTUNITIES

- Population growth and plans for construction of residential buildings set to support future sales of appliances
- Sustainability through energy efficiency a key driver of consumer choice
- E-commerce expected to thrive due to convenience and competitive pricing

CHANNEL DATA

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Retail in Australia - Industry Overview

EXECUTIVE SUMMARY

- Retail in 2024: The big picture
- Shifting trust among consumers and shrinkflation strategies
- Industrial disputes at Australian ports drive up cost of imports
- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
- Opening hours for physical retail
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- Seasonality
- End of year/Christmas shopping
- Back-to-school

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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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