



Euromonitor
International

Appliances and Electronics Specialists in Australia

March 2024

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Appliances and Electronics Specialists in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Physical retail outlets experience positive sales performance amid greater mobility
Excessive inventory results in intensified promotional endeavours to bolster demand
Specialists feel pressure from emerging hypermarket private label lines

PROSPECTS AND OPPORTUNITIES

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Retailers are poised to enhance consumer convenience through strategic partnerships and innovation in Australia's retail environment
Sustainable trend is set to take root in appliances and electronics specialists

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