



Appliances and Electronics Specialists in Hungary

February 2024

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Appliances and Electronics Specialists in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases support value sales for appliances and electronics specialists
Supply chain disruptions continue, leading to limited stocks in some cases
Media Markt maintains its lead thanks to strong omnichannel strategies

PROSPECTS AND OPPORTUNITIES

Loans will continue to be drivers of sales for big-ticket purchases – despite financing challenges
Energy-efficiency and sustainability will continue to influence purchasing decisions
Numbers of units decrease as the online channel continues to grow

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