



# 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

#### CHANNEL DATA

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### EXECUTIVE SUMMARY

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The economic situation of many companies is under pressure  
The role of retail e-commerce is also stagnating in this harsh environment  
What next for retail?

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Informal retail  
Opening hours for physical retail  
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Seasonality  
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