

# Electronics and Appliance Specialist Retailers in Austria

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## Abstracts

Electronics and appliance specialist retailers will register a significant drop in value sales in 2021, returning to its 2019 value sales after the peak seen in the first year of the pandemic. During this year, the home seclusion led consumers to spend more on their homes to create a comfortable environment that could be used for both work and leisure. Thus, consumer purchases of small and major appliances increased, as did purchases of consumer electronics such TVs, home office equipment, and g...

Euromonitor International's Electronics and Appliance Specialist Retailers in Austria report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Electronics and Appliance Specialist Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Rise of e-commerce continues to damage sales as in-store retailers cannot compete on pricing

Increasing presence of mono-brand stores threatens sales of major electronics and appliance specialist retailers

Supply shortages were manageable with plenty of choice remaining

#### PROSPECTS AND OPPORTUNITIES

Environment remains tough for electronics and appliance retailers

Price expected to remain the decisive factor when choosing where to shop

Market leader always willing to invest to keep up with the times

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