

# Consumer Electronics Retail in Austria

<https://marketpublishers.com/r/C525078B2BE4EN.html>

Date: August 2024

Pages: 42

Price: US\$ 350.00 (Single User License)

ID: C525078B2BE4EN

## Abstracts

### Consumer Electronics Retail in Austria

#### Summary

Consumer Electronics Retail in Austria industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. The market value represents the retail sales value of consumer electronics.

The Austrian consumer electronics retail market recorded revenues of \$6.6 billion in 2023, representing a compound annual growth rate (CAGR) of 1.4% between 2018 and 2023.

The communications equipment segment accounted for the market's largest proportion in 2023, with total revenues of \$2 billion, equivalent to 30.2% of the market's overall value.

Rising consumer confidence is a key driver for the consumer electronics retail market, as consumers are more inclined to invest in the latest gadgets and devices that enhances their lifestyle. According to the Organisation for Economic

Co-operation and Development (OECD), the consumer confidence index in Austria reached 97.37 in August 2023, up from 95.81 in August 2022.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Austria

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Austria

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Austria consumer electronics retail market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Austria consumer electronics retail market by value in 2023?

What will be the size of the Austria consumer electronics retail market in 2028?

What factors are affecting the strength of competition in the Austria consumer electronics retail market?

How has the market performed over the last five years?

Who are the top competitors in Austria's consumer electronics retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. What are the strategies of the leading players?
- 7.3. What are the strengths of the leading players?

## **8 COMPANY PROFILES**

- 8.1. MediaMarktSaturn Retail Group GmbH
- 8.2. Amazon.com Inc
- 8.3. Euronics International BV

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Austria consumer electronics retail market value: \$ million, 2018-23
- Table 2: Austria consumer electronics retail market category segmentation: % share, by value, 2018-23
- Table 3: Austria consumer electronics retail market category segmentation: \$ million, 2018-23
- Table 4: Austria consumer electronics retail market geography segmentation: \$ million, 2023
- Table 5: Austria consumer electronics retail market distribution: % share, by value, 2023
- Table 6: Austria consumer electronics retail market value forecast: \$ million, 2023-28
- Table 7: MediaMarktSaturn Retail Group GmbH: key facts
- Table 8: MediaMarktSaturn Retail Group GmbH: Key Employees
- Table 9: Amazon.com Inc: key facts
- Table 10: Amazon.com Inc: Annual Financial Ratios
- Table 11: Amazon.com Inc: Key Employees
- Table 12: Amazon.com Inc: Key Employees Continued
- Table 13: Euronics International BV: key facts
- Table 14: Euronics International BV: Key Employees
- Table 15: Austria Size of Population (million), 2019-23
- Table 16: Austria real GDP (Constant 2010 Prices, \$ billion), 2019-23
- Table 17: Austria GDP (Current Prices, \$ Billion), 2019-23
- Table 18: Austria Inflation, 2019-23
- Table 19: Austria Consumer Price Index (Absolute), 2019-23
- Table 20: Austria exchange rate, 2018-23

## List Of Figures

### LIST OF FIGURES

- Figure 1: Austria consumer electronics retail market value: \$ million, 2018-23
- Figure 2: Austria consumer electronics retail market category segmentation: \$ million, 2018-23
- Figure 3: Austria consumer electronics retail market geography segmentation: % share, by value, 2023
- Figure 4: Austria consumer electronics retail market distribution: % share, by value, 2023
- Figure 5: Austria consumer electronics retail market value forecast: \$ million, 2023-28
- Figure 6: Forces driving competition in the consumer electronics retail market in Austria, 2023
- Figure 7: Drivers of buyer power in the consumer electronics retail market in Austria, 2023
- Figure 8: Drivers of supplier power in the consumer electronics retail market in Austria, 2023
- Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Austria, 2023
- Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Austria, 2023
- Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Austria, 2023

## I would like to order

Product name: Consumer Electronics Retail in Austria

Product link: <https://marketpublishers.com/r/C525078B2BE4EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C525078B2BE4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970