

# Consumer Electronics Retail in Switzerland

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## Abstracts

### Consumer Electronics Retail in Switzerland

#### Summary

Consumer Electronics Retail in Switzerland 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 Swiss consumer electronics retail market recorded revenues of \$11.1 billion in 2023, representing a compound annual growth rate (CAGR) of 6.7% between 2018 and 2023.

The communications equipment segment accounted for the market's largest proportion in 2023, with total revenues of \$3.6 billion, equivalent to 32% 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 State Secretariat for

Economic Affairs, the consumer confidence indicator in Switzerland reached -40.6 in August 2023, up from -46.6 in December 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 Switzerland

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

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 Switzerland consumer electronics retail market with five year forecasts by both value and volume

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Switzerland'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 strategies do the leading players follow?
- 7.3. What are the most recent developments in the market?

## **8 COMPANY PROFILES**

- 8.1. MediaMarktSaturn Retail Group GmbH
- 8.2. Dipl. Ing. Fust AG

## **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: Switzerland consumer electronics retail market value: \$ million, 2018-23

Table 2: Switzerland consumer electronics retail market category segmentation: % share, by value, 2018-23

Table 3: Switzerland consumer electronics retail market category segmentation: \$ million, 2018-23

Table 4: Switzerland consumer electronics retail market geography segmentation: \$ million, 2023

Table 5: Switzerland consumer electronics retail market distribution: % share, by value, 2023

Table 6: Switzerland consumer electronics retail market value forecast: \$ million, 2023-28

Table 7: Digitec Galaxus AG: key facts

Table 8: MediaMarktSaturn Retail Group GmbH: key facts

Table 9: MediaMarktSaturn Retail Group GmbH: Key Employees

Table 10: Dipl. Ing. Fust AG: key facts

Table 11: Switzerland Size of Population (million), 2019-23

Table 12: Switzerland real GDP (Constant 2010 Prices, \$ billion), 2019-23

Table 13: Switzerland GDP (Current Prices, \$ Billion), 2019-23

Table 14: Switzerland Inflation, 2019-23

Table 15: Switzerland Consumer Price Index (Absolute), 2019-23

Table 16: Switzerland exchange rate, 2018-23

## List Of Figures

### LIST OF FIGURES

Figure 1: Switzerland consumer electronics retail market value: \$ million, 2018-23

Figure 2: Switzerland consumer electronics retail market category segmentation: \$ million, 2018-23

Figure 3: Switzerland consumer electronics retail market geography segmentation: % share, by value, 2023

Figure 4: Switzerland consumer electronics retail market distribution: % share, by value, 2023

Figure 5: Switzerland consumer electronics retail market value forecast: \$ million, 2023-28

Figure 6: Forces driving competition in the consumer electronics retail market in Switzerland, 2023

Figure 7: Drivers of buyer power in the consumer electronics retail market in Switzerland, 2023

Figure 8: Drivers of supplier power in the consumer electronics retail market in Switzerland, 2023

Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Switzerland, 2023

Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Switzerland, 2023

Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Switzerland, 2023

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