

# Electrical & Electronics Retail in Austria

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## Abstracts

Electrical & Electronics Retail in Austria

### SUMMARY

Electrical & Electronics Retail in Austria industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### SYNOPSIS

Essential resource for top-line data and analysis covering the Austria electrical & electronics retail market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The electrical and electronics retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment. Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car

entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2016 annual average exchange rates.

The Austrian electrical and electronics retail market is expected to generate total revenue of \$5.7bn in 2017, representing a compound annual growth rate (CAGR) of 2.4% between 2013 and 2017.

The communications equipment segment is expected to be the market's most lucrative in 2017, with total revenue of \$1.7bn, equivalent to 29.3% of the market's overall value.

Photographic equipment is becoming obsolete to the casual consumer, with smartphones and tablets providing similar functionality but with much greater utility, explaining the segment's collapse in recent years. The smartphone's popularity has also contributed to the strength of the communications equipment segment.

## **SCOPE**

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Austria electrical & electronics retail market with five year forecasts

## **REASONS TO BUY**

What was the size of the Austria electrical & electronics retail market by value in 2017?

What will be the size of the Austria electrical & electronics retail market in 2022?

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

How has the market performed over the last five years?

What are the main segments that make up Austria's electrical & electronics retail market?

## Contents

Executive Summary  
Market value  
Market value forecast  
Category segmentation  
Geography segmentation  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market distribution  
Market Outlook  
Market value forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
Amazon.com, Inc.  
Euronics International BV  
Expert International GmbH  
Metro AG  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Austria electrical & electronics retail market value: \$ million, 2013-17(e)
- Table 2: Austria electrical & electronics retail market category segmentation: \$ million, 2017(e)
- Table 3: Austria electrical & electronics retail market geography segmentation: \$ million, 2017(e)
- Table 4: Austria electrical & electronics retail market distribution: % share, by value, 2017(e)
- Table 5: Austria electrical & electronics retail market value forecast: \$ million, 2017-22
- Table 6: Amazon.com, Inc.: key facts
- Table 7: Amazon.com, Inc.: key financials (\$)
- Table 8: Amazon.com, Inc.: key financial ratios
- Table 9: Euronics International BV: key facts
- Table 10: Expert International GmbH: key facts
- Table 11: Metro AG: key facts
- Table 12: Metro AG: key financials (\$)
- Table 13: Metro AG: key financials (€)
- Table 14: Metro AG: key financial ratios
- Table 15: Austria size of population (million), 2013-17
- Table 16: Austria gdp (constant 2005 prices, \$ billion), 2013-17
- Table 17: Austria gdp (current prices, \$ billion), 2013-17
- Table 18: Austria inflation, 2013-17
- Table 19: Austria consumer price index (absolute), 2013-17
- Table 20: Austria exchange rate, 2013-17

## List Of Figures

### LIST OF FIGURES

Figure 1: Austria electrical & electronics retail market value: \$ million, 2013-17(e)

Figure 2: Austria electrical & electronics retail market category segmentation: % share, by value, 2017(e)

Figure 3: Austria electrical & electronics retail market geography segmentation: % share, by value, 2017(e)

Figure 4: Austria electrical & electronics retail market distribution: % share, by value, 2017(e)

Figure 5: Austria electrical & electronics retail market value forecast: \$ million, 2017-22

Figure 6: Forces driving competition in the electrical & electronics retail market in Austria, 2017

Figure 7: Drivers of buyer power in the electrical & electronics retail market in Austria, 2017

Figure 8: Drivers of supplier power in the electrical & electronics retail market in Austria, 2017

Figure 9: Factors influencing the likelihood of new entrants in the electrical & electronics retail market in Austria, 2017

Figure 10: Factors influencing the threat of substitutes in the electrical & electronics retail market in Austria, 2017

Figure 11: Drivers of degree of rivalry in the electrical & electronics retail market in Austria, 2017

Figure 12: Amazon.com, Inc.: revenues & profitability

Figure 13: Amazon.com, Inc.: assets & liabilities

Figure 14: Metro AG: revenues & profitability

Figure 15: Metro AG: assets & liabilities

### COMPANIES MENTIONED

Amazon.com, Inc.

Euronics International BV

Expert International GmbH

Metro AG

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