

# Appliances and Electronics Specialists in Germany

April 2024

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### Appliances and Electronics Specialists in Germany - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Consumers choose energy-efficient products for long-term savings

Specialists elevate shopping experience with digital and in-store innovations

Major retailers adapt to consumers' changing habits to survive in competitive landscape

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Retail's emphasis on sustainable and smart appliances in the German market

Evolution of physical stores in Germany into experience centres

Adapting to the expanding e-commerce landscape

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Harmonising online and offline shopping in Germany's retail landscape

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