

# Appliances and Electronics Specialists in Belgium

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Inflationary pressures hit sales of appliances and electronics specialists  
Return to out-of-home lifestyles and growing relevance of second-hand market stifle sales  
Media Markt-Saturn connects with customers through omnichannel strategy

### PROSPECTS AND OPPORTUNITIES

Modest growth expected, amid intensified competition from e-commerce  
Automation will lead to greater efficiencies  
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