

Appliances and Electronics Specialists in Hungary

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Price increases support value sales for appliances and electronics specialists

Supply chain disruptions continue, leading to limited stocks in some cases

Media Markt maintains its lead thanks to strong omnichannel strategies

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Loans will continue to be drivers of sales for big-ticket purchases – despite financing challenges

Energy-efficiency and sustainability will continue to influence purchasing decisions

Numbers of units decrease as the online channel continues to grow

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