

# Appliances and Electronics Specialists in the Czech Republic

February 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

HP Tronic Zlin spol sro extends lead with Euronics acquisition  
E-commerce is central to offering an omnichannel shopping experience  
Rising demand for energy-saving products

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Further consolidation possible if Datart and Nay join forces  
Discount and promotions will drive demand  
Online marketplaces present an opportunity for smaller retailers

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Discounts are pivotal in economic downturn  
What next for retail?

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