

# Appliances and Electronics Specialists in Switzerland

March 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Inflation takes its toll on sales as retailers and consumers face rising costs

E-commerce continues to benefit from ongoing digitalisation in 2023

Omni-channel approach seeks to address a range of consumer needs

### PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists will be impacted by evolving consumer behaviour

Category players must continue investing in developing an omnichannel approach to remain successful

E-commerce set to take further share from appliances and electronics specialists

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Transparency and provenance are increasingly displayed on packaging

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