

# Appliances and Electronics Specialists in Spain

February 2024

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## Appliances and Electronics Specialists in Spain - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sales affected by low disposable income and rising interest rates

The impact of sustainability and the circular economy

Increased costs and thinning margins putting pressure on small independent retailers

## PROSPECTS AND OPPORTUNITIES

Decrease in consumption due to less disposable income

A well-developed omnichannel strategy key to the success of appliances and electronics specialists

Smaller stores could become more popular

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Renewed interest in offline retail

What next for retail?

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