

Appliances and Electronics Specialists in Chile

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Promotional activities in attempt to drive sales of appliances and electronics in 2023

ABC DIN looks to merge with La Polar in a process that is likely to extend into 2024

Independent players continue to experience challenging times

PROSPECTS AND OPPORTUNITIES

Inflation likely to remain a concern heading into 2024

E-commerce will continue to place pressure on physical specialists

Opportunities can be found in sustainability

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Local consumers are searching for innovation

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