

Appliances and Electronics Specialists in Portugal

March 2024

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Appliances and Electronics Specialists in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Appliances and electronics specialists grow as consumers focus on premium products

Worten retains its lead while improving its market share in 2023

Fnac Darty finalises the acquisition of MediaMarkt in Portugal

PROSPECTS AND OPPORTUNITIES

Positive results as retailers focus on online sales to remain competitive

Technology, sustainability and added-value services as competitive advantages

An omnichannel approach becomes a key part of the business strategy

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