

Appliances and Electronics Specialists in Ukraine

March 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Appliances and electronics specialists harder hit by economic fallout of war
Comfy retains leading position in value terms as Eldorado struggles
Channel continues to see strong demand for generators, inverters and power banks

PROSPECTS AND OPPORTUNITIES

More players expected to develop smaller store formats
Trade-in programmes likely to become more widely available
Omnichannel strategies will remain a focal point for investment

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Domestic retailers continue to gain ground across the market
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