

# Appliances and Electronics Specialists in Austria

March 2023

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## Appliances and Electronics Specialists in Austria - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Demand cools following pandemic spike and rising cost of living  
Conrad reduces presence drastically  
New Media Markt concept aims to take full advantage of a real shopping experience

#### PROSPECTS AND OPPORTUNITIES

Economic concerns to continue to affect appliances and electronics specialists  
Full impact of Reparaturbonus still to be seen  
Monobrand stores are likely to increase given the prospect of reasonable profit margins

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### EXECUTIVE SUMMARY

Retail in 2022: The big picture  
Catch-up effects and high prices for foodservice generate some positive impulses  
Self-service retail concepts are slowly gaining momentum  
What next for retail?

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Informal retail  
Opening hours for physical retail  
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Seasonality  
Christmas  
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