

# Appliances and Electronics Specialists in Belgium

March 2023

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## Appliances and Electronics Specialists in Belgium - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Inflationary pressures boost value sales of electronics

Demand for larger home appliances declines after spike in 2021, while that for cooking appliances remains solid

Media Markt-Saturn leads with its enhanced services and offerings

#### PROSPECTS AND OPPORTUNITIES

Slight decline as competition from e-commerce is likely to intensify

Consolidation among players and competition from e-commerce

Number of telecommunications stores set to decline as electronics specialists adopt omnichannel strategies

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Partial recovery for non-grocery retailing

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Opening hours for physical retail

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