



Appliances and Electronics Specialists in France

March 2023

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Appliances and Electronics Specialists in France - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Logical decline in 2022, due to inflation and a rebound from high sales pre-pandemic
Decline in 2022 contrasts with a robust performance in 2021 in general
Discount format Electro Depot sees the best progression in 2022

PROSPECTS AND OPPORTUNITIES

Little recovery expected in the share of store-based sales, despite smaller players avoiding marketplaces
Shortage of electronic components a bad sign for volume sales, but not for trading-up, mainly due to 5G
Working from home will help drive sales, but there are risks of saturation, and cannibalisation by second-hand

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The burst of the retail e-commerce bubble is significant but logical
What next for retail?

OPERATING ENVIRONMENT

Informal retail
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Seasonality
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