



Appliances and Electronics Specialists in Hungary

April 2023

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Appliances and Electronics Specialists in Hungary - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand for more energy-efficient appliances and replacement smartphones
Innovation and financing also drive demand
Extreme Digital outlets disappear, absorbed into the eMAG brand

PROSPECTS AND OPPORTUNITIES

Channel set to remain concentrated, with no new entrants likely
Specialisation could be key to survival for independent outlets
Showrooms will be created, as outlets will need to demonstrate brand experiences

CHANNEL DATA

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Retail in 2022: The big picture
Price cap on certain essential food products and fuel amidst rising inflation
Unprecedented handouts to households boost retail sales as part of a stimulus package
What next for retail?

OPERATING ENVIRONMENT

Informal retail
Opening hours for physical retail
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Seasonality
Black Friday
Christmas
Back-to-school

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