

Appliances and Electronics Specialists in Slovakia

March 2023

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Appliances and Electronics Specialists in Slovakia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite the full lifting of COVID-19 restrictions in 2022, the category fails to return to pre-pandemic growth levels as consumers tighten their belts. Large players optimise their sales via an omnichannel approach, while small businesses are much more vulnerable and struggle to survive. Industry players engage in price wars and understand the importance of omnichannel shopping providing additional discounts as consumers shop around.

PROSPECTS AND OPPORTUNITIES

Appliances and electronics specialists focus on building omnichannel presence and digitalisation to offer consumers a better shopping experience. Macroeconomic turmoil, lower availability of financing on mortgages and higher costs of construction materials, logistics and labour dent demand for consumer appliances.

Supply shortages of materials push unit prices upwards, while inflation poses difficulties for retailers.

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Slowdown in retail e-commerce as consumers return to bricks and mortar outlets.

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