



Appliances and Electronics Specialists in Chile

March 2024

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Appliances and Electronics Specialists in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Promotional activities in attempt to drive sales of appliances and electronics in 2023
ABC DIN looks to merge with La Polar in a process that is likely to extend into 2024
Independent players continue to experience challenging times

PROSPECTS AND OPPORTUNITIES

Inflation likely to remain a concern heading into 2024
E-commerce will continue to place pressure on physical specialists
Opportunities can be found in sustainability

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Local consumers are searching for innovation
What next for retail?

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Informal retail
Opening hours for physical retail
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