



# Appliances and Electronics Specialists in India

March 2024

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## Appliances and Electronics Specialists in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Companies expand into underserved parts of India

Players look to attract consumers by offering lucrative deals and membership discounts

Top appliances and electronics specialists focus on experiences and omnichannel retail to attract consumers

#### PROSPECTS AND OPPORTUNITIES

Outlets will look to focus on services and outlet expansion to attract consumers

Players looking to strengthen their omnichannel presence over the forecast period

Appliances and electronics specialists will increasingly offer credit/EMI

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Omnichannel experience becomes key for both offline as well as offline retailers

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