

# Appliances and Electronics Specialists in Australia

March 2024

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## Appliances and Electronics Specialists in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Physical retail outlets experience positive sales performance amid greater mobility  
Excessive inventory results in intensified promotional endeavours to bolster demand  
Specialists feel pressure from emerging hypermarket private label lines

#### PROSPECTS AND OPPORTUNITIES

Navigating economic challenges and embracing offline retail resurgence over the forecast period  
Retailers are poised to enhance consumer convenience through strategic partnerships and innovation in Australia's retail environment  
Sustainable trend is set to take root in appliances and electronics specialists

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## Retail in Australia - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
Promotions drive up volume sales amid cautious spending behaviour  
Sustainability is a focal point for retailers  
What next for retail?

### OPERATING ENVIRONMENT

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