



# Appliances and Electronics Specialists in Greece

March 2024

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## Appliances and Electronics Specialists in Greece - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

- Public moving into white appliances
- Exploring different payment options
- Consumers continue to prefer physical stores for purchasing white appliances

#### PROSPECTS AND OPPORTUNITIES

- Intense competition between leading players
- Enduring role for physical stores
- Acquisition points to market verticalisation

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- Trend towards shopping in convenience stores
- What next for retail?

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