

# Appliances and Electronics Specialists in Hungary

February 2024

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## Appliances and Electronics Specialists in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Price increases support value sales for appliances and electronics specialists  
Supply chain disruptions continue, leading to limited stocks in some cases  
Media Markt maintains its lead thanks to strong omnichannel strategies

#### PROSPECTS AND OPPORTUNITIES

Loans will continue to be drivers of sales for big-ticket purchases – despite financing challenges  
Energy-efficiency and sustainability will continue to influence purchasing decisions  
Numbers of units decrease as the online channel continues to grow

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Food price freeze creates challenges for retailers  
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