

Appliances and Electronics Specialists in the Netherlands

March 2024

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Appliances and Electronics Specialists in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

BCC declared bankrupt

Small franchiser formula works well in a channel dominated by large chains

Rising costs making it hard for appliances and electronics specialists to remain competitive

PROSPECTS AND OPPORTUNITIES

Smaller stores in high traffic locations could present new growth opportunities

Media Markt set to rollout e-commerce marketplace in 2024

Appliances could be key to growth as housing market recovers

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Reduction in number of outlets

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Sinterklaas (St Nicholas)

Christmas

Winter sales

Summer sales

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