

# Appliances and Electronics Specialists in Ukraine

March 2024

Table of Contents

## Appliances and Electronics Specialists in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Appliances and electronics specialists harder hit by economic fallout of war  
Comfy retains leading position in value terms as Eldorado struggles  
Channel continues to see strong demand for generators, inverters and power banks

#### PROSPECTS AND OPPORTUNITIES

More players expected to develop smaller store formats  
Trade-in programmes likely to become more widely available  
Omnichannel strategies will remain a focal point for investment

#### CHANNEL DATA

Table 1 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2018-2023  
Table 2 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 3 - Appliances and Electronics Specialists GBO Company Shares: % Value 2019-2023  
Table 4 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2020-2023  
Table 5 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2020-2023  
Table 6 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 7 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028

## Retail in Ukraine - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture  
War-induced disruption further strengthens penetration of e-commerce in Ukraine  
Domestic retailers continue to gain ground across the market  
What next for retail?

### OPERATING ENVIRONMENT

Informal retail  
Opening hours for physical retail  
Summary 1 - Standard Opening Hours by Channel Type 2023  
Seasonality  
International Women's Day  
New Year

### MARKET DATA

Table 8 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023  
Table 9 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023  
Table 10 - Sales in Retail Offline by Channel: Value 2018-2023  
Table 11 - Sales in Retail Offline by Channel: % Value Growth 2018-2023  
Table 12 - Retail Offline Outlets by Channel: Units 2018-2023  
Table 13 - Retail Offline Outlets by Channel: % Unit Growth 2018-2023  
Table 14 - Sales in Retail E-Commerce by Product: Value 2018-2023  
Table 15 - Sales in Retail E-Commerce by Product: % Value Growth 2018-2023  
Table 16 - Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 17 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 18 - Sales in Grocery Retailers by Channel: Value 2018-2023  
Table 19 - Sales in Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 20 - Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 21 - Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 22 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023  
Table 23 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023  
Table 24 - Sales in Non-Grocery Retailers by Channel: Value 2018-2023  
Table 25 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023  
Table 26 - Non-Grocery Retailers Outlets by Channel: Units 2018-2023  
Table 27 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023  
Table 28 - Retail GBO Company Shares: % Value 2019-2023  
Table 29 - Retail GBN Brand Shares: % Value 2020-2023  
Table 30 - Retail Offline GBO Company Shares: % Value 2019-2023  
Table 31 - Retail Offline GBN Brand Shares: % Value 2020-2023  
Table 32 - Retail Offline LBN Brand Shares: Outlets 2020-2023  
Table 33 - Retail E-Commerce GBO Company Shares: % Value 2019-2023  
Table 34 - Retail E-Commerce GBN Brand Shares: % Value 2020-2023  
Table 35 - Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 36 - Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 37 - Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 38 - Non-Grocery Retailers GBO Company Shares: % Value 2019-2023  
Table 39 - Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023  
Table 40 - Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023  
Table 41 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028  
Table 42 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028  
Table 43 - Forecast Sales in Retail Offline by Channel: Value 2023-2028  
Table 44 - Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028  
Table 45 - Forecast Retail Offline Outlets by Channel: Units 2023-2028  
Table 46 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028  
Table 47 - Forecast Sales in Retail E-Commerce by Product: Value 2023-2028  
Table 48 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028  
Table 49 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 50 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 51 - Forecast Sales in Grocery Retailers by Channel: Value 2023-2028  
Table 52 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 53 - Forecast Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 54 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028  
Table 55 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2023-2028  
Table 56 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2023-2028  
Table 57 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028  
Table 58 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2023-2028  
Table 59 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028  
Table 60 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

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## SOURCES

Summary 2 - Research Sources

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