



Appliances and Electronics Specialists in Finland

March 2024

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Appliances and Electronics Specialists in Finland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Economic downturn hinders sales performance of appliances and electronics specialists

Energy efficiency and savings is high on the consumer agenda

Convenience appliances are increasingly relevant

PROSPECTS AND OPPORTUNITIES

Little opportunity for immediate growth, but better performance later in the forecast period

Service and repaired goods will gain traction

Boundary between online and offline to blur further

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