



Appliances and Electronics Specialists in Portugal

March 2024

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Appliances and Electronics Specialists in Portugal - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Appliances and electronics specialists grow as consumers focus on premium products
Worten retains its lead while improving its market share in 2023
Fnac Darty finalises the acquisition of MediaMarkt in Portugal

PROSPECTS AND OPPORTUNITIES

Positive results as retailers focus on online sales to remain competitive
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An omnichannel approach becomes a key part of the business strategy

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