



# Appliances and Electronics Specialists in Germany

May 2026

## Appliances and Electronics Specialists in Germany - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Offline Sales Drop as Consumers Shift Online

#### KEY INDUSTRY TRENDS

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#### INDUSTRY PERFORMANCE

Offline Sales Drop as Consumers Shift Online

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Consumers Look for Value Due to Germany's Stagnant Economy

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#### KEY INDUSTRY TRENDS

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#### INDUSTRY PERFORMANCE

Consumers Look for Value Due to Germany's Stagnant Economy

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## ECONOMIC CONTEXT

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## CONSUMER CONTEXT

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