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## **EURONICS ACHIEVES WHICH? RECOMMENDED PROVIDER STATUS FOR A THIRD TIME**

Euronics, which operates in over 600 independent high-street stores across the UK, has been named the Which? Recommended Provider (WRP) of Household Appliances for 2025, earning this prestigious accolade for the third consecutive year. Euronics has not only secured this coveted endorsement, but also ranks among the top three retailers in the latest Which? Best Home Appliance Stores survey, underlining its unwavering commitment to quality, value and outstanding customer service.

"It is an honour to be selected as a Which? Recommended Provider of Home Appliances for the third year running, and especially for being within the top three performers in the customer survey," comments Harry Kyriacou, Chief Executive Officer of Combined Independent Holdings (CIH), the electrical buying group that is the UK arm of Euronics, Europe's largest electrical buying group. "Which? is a highly respected advocate for consumers, and we are delighted that the ongoing efforts and dedication of Euronics Agents has once again been recognised. Euronics Agents are often family-run businesses deeply rooted in their local communities offering extensive expertise and unwavering commitment to customer service, it is what truly sets Euronics apart."

Which? invited over 4,100 shoppers, including members of the Which? Connect panel and members of the public, to respond to an online survey about their experiences of buying home appliances in-store and online, as well as give their views on the quality of products available, customer service, aftercare service, and value for money.

One shopper surveyed by Which? commented that Euronics "offers great advice and customer service" adding that Euronics "isn't just interested in selling" and focusses on doing "the right thing for the customer".

Euronics received top marks for customer service during the buying process, product quality and delivery as well as being highly rated for value for money, product range/availability and aftersales service and returns.

Euronics was named a Which? Recommended Provider for Home Appliances after receiving high scores from Which? survey shoppers and confirms that Euronics has also passed the consumer champion's stringent behind-the-scenes checks on terms and conditions and returns policies.

With around 430 members and over 600 stores across the UK, CIH provides a range of services and benefits to support each independent electrical retailer, as well as exclusive ranges that the members' customers are unable to find anywhere else on the high street, or online.

For information on Which?, visit [www.which.co.uk](http://www.which.co.uk). For details on how to become a part of Euronics in the UK email: [membership@cihgroup.com](mailto:membership@cihgroup.com).