

Electronics Retailing - US - April 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Buoyed by a relatively stable economy, the CE (consumer electronics) retailing industry is enjoying an upward sales trajectory with no end in sight. In the future, digitally native electronics retailers – including Amazon – will venture more into the physical retail space, while brick and mortar retailers will improve at creating a seamless shopping experience across channels."

- Diana Smith, Assoc Director - Retail & Apparel

This report looks at the following areas:

- The state of the market
- The role of technology
- Where consumers are shopping
- The path to purchase
- How consumers make a final decision

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

Bright future lies ahead
Some of the largest product categories are declining
Ecommerce is strong in electronics retailing, outpacing other categories
Positive economic climate supports the sector
Expected population growth among 25-44s could boost future sales

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Steady growth trajectory
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Retailers

Electronics retailers finally see a gain after years of declines

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Channel

Ecommerce a substantial part of electronics retailing

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Best Buy wants to coexist with Amazon, not necessarily defeat it

Smart assistants are everywhere

Wearables: yes, no, maybe?

5G brings the future to the forefront

More “things” bring more risk

What's Trending?

Top 10 retailers remain mostly intact

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Electronics make great gifts

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