

Electrical Goods Retailing - UK - February 2014

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“Mid-market store-based retailers will have to come up with genuinely compelling reasons for shoppers to migrate back from pureplays: we think multichannel retailers need to imitate Amazon’s spirit of innovation, as their service and convenience advantages wane fast.”
– John Mercer, Senior Retail Analyst

This report looks at the following areas:

- Is there a strong case for generalists in a mixed market?
- Are pureplays winning?
- Why is there limited demand for pre-sales service?
- Why is simplicity important?

The electrical goods market is incredibly diverse, ranging from televisions and tablet computers to household appliances and personal care devices. And the performances of these different segments are tied to very different factors – from the housing market to innovation-fuelled deflation.

This report considers the major sub-categories within electrical goods retailing, providing segment forecasts to 2018 for household appliances, audio-visual goods, computing and telecoms products and personal care appliances, as well as the total market.

In part because of the diversity of the market, there is a high degree of fragmentation in the retailing of electrical goods. Non-specialists, such as online-only retailers, mixed-goods stores, catalogues and grocers, are prominent. Indeed, following the closure of Comet in December 2012, there is just one major broad-range superstore electricals specialist: Currys-PC World.

This report addresses in detail the fragmentation of spending to different sectors. Our Leading Specialist Retailers and Leading Non-Specialist Retailers provide operational data for the leading retailers of electrical goods; our Online section looks at the performance of the internet channel and pureplay retailers; our Distribution of Spending section charts how the market is divided up between retail sectors; and our Specialists Sector Size section charts the specialists annual sales, 2008-14.

Meanwhile, the report’s Consumer sections look at the results of our surveys which asked where consumers shop and what their attitudes are towards retailers; our Brand Research section shows shopper attitudes to different retailers; and our Issues and Insights section considers the battle between stores and pureplays.

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