

Electronics Retailing - US - August 2014

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“Retailers face a considerable challenge in selling electronics as consumers shift more spending toward mobile technology and traditional big-ticket items reach saturation. Although consumers clearly show an interest in upgrading their current technology, they are also beginning to feel overwhelmed by the myriad upgrades that are available.”

– Bryant Harland, Technology Analyst

This report looks at the following areas:

- Has e-commerce taken over electronics retail?
- Challenges and likely growth categories in electronics retailing
- Where do consumers discover and learn about electronics products?

Electronics retailers face considerable challenges as traditional big-ticket electronics items such as televisions and computers approach universal ownership. This has contributed to limited potential growth for electronics sales.

This report examines the electronics retailing experience, and how both online and in-store shopping experiences can draw consumer interest. Other topics include consumers' primary motivations for buying various electronics items, which types of retailers consumers buy electronics from, and common frustrations with both shopping in a store and online.

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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

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