

# Electrical Retailing - Europe - February 2015

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The electrical goods market is very diverse, ranging from televisions and tablet computers to household appliances and personal care devices. In part because of the diversity of the market, there is fragmentation, to varying degrees, in the retailing of electrical goods across Europe. Non-specialists, such as online-only retailers, mixed goods stores, catalogues and grocers, are prominent in some markets.

## This report looks at the following areas:

- We provide consumer spending data for the major segments, 2009-14;
- For each country we provide analysis on the distribution of spending by sector;
- We provide annual sales data and forecasts for the specialists sector;
- And for each country we provide data on participation in, and the size of, the online channel;
- Our European Summary: The Market section provides online market size and penetration data;
- In the five major country sections, we look at the biggest online retailers of electrical goods;
- And in the five major country sections, our consumer research asked shoppers which stores they had bought from and about their attitudes to shopping for electricals.

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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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Key points

Samsung Innovation Showroom

Currys - PC World

...roll out revolutionary new kitchen retail concept

...and open in-store 'SMART Tech Zones'

Next generation photography store

Wearable technology e-store

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24-hour pickup station

Sony's underwater pop-up store

Innovative "connected" 24/7 after-sales service

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Speedy delivery

Customer service

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What we think

In pursuit of convenience

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Retail offering

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What we think

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Hub & spoke system turns stores into collection points

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Electricals offer relatively upmarket

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International

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Dixons

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Denmark

Finland

France

Germany

Greece

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What we think  
Trying to crack the music streaming market  
Revamped product offering  
Innovative scheme to give consumers access to the latest technology  
Stores driving omni-channel sales

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Retail offering

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