

Electrical Goods Retailing - France - February 2016

Report Price: £995.00 | \$1611.35 | €1263.96

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“The retailing of electricals in France is extremely challenging. The market is sluggish, with the main growth area, telecoms, subject to ongoing price deflation. Online retailers, notably Amazon, are increasing their market share and two major players, Darty and Fnac, are about to embark on a defensive merger.”

– Natalie Macmillan, Senior European Analyst

This report looks at the following areas:

- What does the Fnac/Darty deal mean?
- How can store-based retailers respond to the rise of Amazon?

Electricals retailers have held up relatively well in France during the last few years of economic hardship, despite eight consecutive year of declining spending. However, conditions have been difficult, with steep downward pressure on prices, particularly in the main growth area, telecoms. The challenge from online has grown, and as Amazon has built its business in France, none of the domestic retailers has been unaffected

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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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Electricals market impacted by falling prices
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Specialist electricals retailers standing firm
Countering competition from online

Spending and Inflation

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