

Electrical Goods Retailing - Germany - February 2016

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

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“When buying online consumers appreciate not just the low prices, but also how easy the whole process has been made. The store-based specialists have finally realised that they need to offer e-commerce to compete, but the winners will be those that effectively leverage the competitive advantage of their store networks and staff expertise.”

– Thomas Slide, Retail Analyst

This report looks at the following areas:

- Closing the loop on the customer journey
- Amazon is raising the bar for customer expectations

Spending on electricals has wavered around zero growth for the past five years despite an improvement in the German economy in 2015 that has seen unemployment reach its lowest level since reunification and domestic consumption drive GDP growth to 1.7%. Despite the low growth there has been a shift in spending towards online with Amazon in particular growing to become the second largest electrical goods retailer behind Media Markt/Saturn. The two retailers dominate the sector and the rapid shift towards multichannel retailing by Media Markt/Saturn has put some pressure on Amazon and this has slowed down its remarkable growth. The future will depend on how effectively Media Markt can maximise the use of its stores to provide a comprehensive, joined-up service to customers that offers a combination of in-store staff expertise and an accessible store network with the ease of use and convenience of an online retailer.

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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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UK

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