

Electrical Goods Retailing - Spain - February 2016

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

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“Our consumer research shows that, on the whole, shoppers are less satisfied with the service proposition of electrical retailers than the product-related elements of their offer.”

– Hilary Monk, Senior Retail Analyst

This report looks at the following areas:

- Who will win the omnichannel race?
- Price and promotions – a changing marketplace

Electricals retailing returned to growth in 2014 after three years of spending contraction and four years of falling sales in the specialists sector. Progress accelerated in 2015 as unemployment fell and consumer confidence grew in a benign economic environment. Pent-up demand for discretionary products was unlocked and the electricals market has been one of the beneficiaries of this. Media Market threw down the gauntlet with a very impressive 14% increase in sales in the year to September 2015, which we think few if any other leading electrical goods retailers will have matched with the possible exception of Amazon. While deflation eased in 2015, promotional activity was still particularly strong at the Black Friday event in November. There were few signs of retailers opting out as a number did in the UK but this could change in 2016 as companies seek to reinforce their price integrity and protect their margins during the important run up to Christmas.

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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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