

Electrical Goods Retailing - Germany - February 2017

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“German consumers across all ages are now completely at ease with shopping for electrical goods both online and in-store simultaneously allowing the market leader, Media-Saturn, to return to growth. The challenge for smaller specialists is finding a way to differentiate themselves in a sector where consumer spending has continued to fall despite a buoyant economy.”

– **Thomas Slide, Retail Analyst**

This report looks at the following areas:

- Which electricals products had been purchased over the last year
- How consumers are shopping: in-store or online
- Which retailers had been used for electricals shopping
- Reasons for shopping online or in-store.

The German economy has performed well over the past few years with GDP growing steadily, driven by strong domestic demand and low unemployment. But this has not translated into increased spending on electricals in part as a result of deflation in key categories and a lack of product innovation.

Within the sector Amazon has continued its rapid growth but the leading specialist, Media-Saturn, is now competing far more effectively as its transformation to a multichannel retailer gains traction with customers. As for the other players in the market the future looks more challenging as they struggle to provide a compelling reason for shoppers to visit.

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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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