

## Electrical Goods Retailing - France - February 2017

Report Price: £995.00 | \$1252.11 | €1159.97

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“Spending on electricals in France has been in decline for the last five years, but the three largest specialist retail groups have been growing strongly. The market has been transformed by online shopping, but the store-based specialists have generally kept up with the pure-players.”

– **Natalie Macmillan, Senior European 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.

Specialist French electricals retailers have been performing well, growing ahead of market spending over the last few years, despite stagnant or falling prices on electrical items, particularly in the main growth area, telecoms. The specialists are strong in the country, capturing 60% of all market spending on electricals. Other significant channels are the grocers and online, both specialists and generalists. E-commerce has transformed the sector, but the store-based retailers have managed to keep up, with Fnac in particular being a digital innovator. The threat from Amazon looms large, however, and in a defensive move, Darty has been acquired by Fnac, changing the structure and dynamics of the sector. The key for all electricals retailers is the successful integration of an omnichannel offer, incorporating the best of retailing in-store and online.

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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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## Table of Contents

### Overview

What you need to know  
Areas covered in this report

### Executive Summary

The market  
Spending and inflation  
Figure 1: France: annual percentage growth in spending on electrical items and all spending, 2012-16  
Channels of distribution  
Figure 2: France: estimated distribution of spending on electrical/electronic goods, 2016  
Sector size and forecast  
Leading players  
Key metrics  
Market shares  
Online  
The consumer  
What electricals they buy  
Figure 3: France: types of electrical products purchased, January 2017  
How they shop for electricals  
Figure 4: France: how they shop for electricals, in-store vs online, January 2017  
Where they shop and why  
Figure 5: France: where they shop for electricals, whether in-store or online, January 2017  
Figure 6: France: reasons for shopping for electricals online and in-store, January 2017  
What we think

### Issues and Insights

The ongoing integration of online and in-store  
The facts  
The implications  
What can store-based retailers do?  
What can online-only retailers do?  
What will the Fnac/Darty merger mean?  
The facts  
The implications  
For the sector  
For Fnac Darty

### The Market – What You Need to Know

Growth in economy and electricals spending is low

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Steep deflation on electricals on personal care items  
 Grocers and specialist chains are the main channels  
 Specialists thriving despite weak spending

## Spending and Inflation

Economic growth is sluggish

Market size and trend

Figure 7: France: consumer spending on electrical items (incl. VAT), 2012-16

Figure 8: France: consumer spending on electrical items (annual % change in volumes, 2010 prices), 2011-15

Inflation

Figure 9: France: consumer prices, Annual % change, 2012-16

Figure 10: France: consumer price inflation on electrical items, annual % change, Jan 2015-Dec 2016

## Product Market Breakdown

Figure 11: France: main electricals markets, volume sales, 2011-16

Figure 12: France: main electricals markets, volume sales forecasts, 2016-20

## Channels of Distribution

Specialists dominate distribution, with the big players growing share

Figure 13: France: where they shop for electrical products, whether in-store or online, by channel, January 2017

Hypermarkets losing non-food sales

Online expanding fast

Figure 14: France: estimated distribution of spending on electrical/electronic goods, 2016

## Sector Size and Forecast

Total retail sales recovered in 2015, further growth anticipated for 2016

Electricals retailers' sales accelerating

Figure 15: France: electricals specialists' sales, excl VAT, 2011-16

Figure 16: France: electricals specialists' sales, forecasts, excl VAT, 2017-21

Figure 17: France: electricals retailers' sales relative to all spending on electricals, 2011-16

## Leading Players – What You Need to Know

Specialists chains are thriving

Fnac/Darty integration underway

Boulangier in third place, with other players smaller

Defensive buying partnerships

Marketplaces driving growth

Top four generate 40% of sector sales

Online now a vital part of the buying process

## Leading Players

The Fnac Darty deal

Defensive buying partnerships

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Boulangier and Auchan

Casino/Cdiscount and Conforama:

Marketplaces

Furniture/electricals combo retailers also strong

Independents losing out

Telecoms specialists

Figure 18: France: leading specialist electrical retailers, sales, 2013-16

Figure 19: France: leading specialist electrical retailers, outlet numbers, 2013-16

Figure 20: France: leading specialist electrical retailers, sales per outlet, 2013-16

## Market Shares

Figure 21: France: leading specialist electrical retailers: shares of spending on electricals items, 2013-16

## Online

Online activity and device usage

Shopping online

Figure 22: France: online buyers of electrical items in last 12 months, 2012-16

Online sales

Leading online players

Figure 23: France: estimated sales of electricals online by leading retailers, 2013-16

Figure 24: France: top retail sites by number of unique visitors, October-November 2016

## The Consumer – What You Need to Know

Mobile devices most popular, particularly amongst men and the young

Online a well advanced part of the market

Specialists dominate

Darty and Amazon the key retail brands

Online and in-store complementary

## What Electricals They Buy

Men and younger consumers buy most

Figure 25: France: types of electrical products purchased, January 2017

Opportunities to market to women

Figure 26: France: types of electrical products purchased, by gender, January 2017

Younger consumers buy more

Figure 27: France: types of electrical products purchased, by age, January 2017

Technology ownership

Figure 28: France: technology products personally owned, Q1 2017

## How They Shop for Electricals – Online vs In-Store

Shopping online almost on a par with in-store

Figure 29: France: how they shop for electricals, in-store vs online, January 2017

Figure 30: France: how they shop for electricals, in-store vs online, by gender, January 2017

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Figure 31: France: how they shop for electricals, in-store vs online, by age, January 2017

## Where They Shop for Electricals and Why

Specialists most popular, with Darty leading

Figure 32: France: where they shop for electricals, whether in-store or online, January 2017

Online: Amazon dominant

Figure 33: France: where they shop for electricals, online, January 2017

Customer profiles of online shoppers

Figure 34: France: profile of those who had bought electricals online, by retailer used, January 2017

In-store: Darty leads

Figure 35: France: where they shop for electricals, in-store, January 2017

Figure 36: France: profile of those who had bought electricals in-store, by retailer used, January 2017

Reasons for shopping online and in-store

The two are equally important and complementary

The physical experience can only be had in-store

In-store advice highly valued, with opportunities for all types of retailer

Figure 37: France: reasons for shopping for electricals online and in-store, January 2017

Reasons for shopping crossed by individual retailer

Shopping online

Figure 38: France: reasons for shopping for electricals online, by retailer used, January 2017

Shopping in-store

Figure 39: France: reasons for shopping for electricals in-store, by retailer used, January 2017

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Data sources

### Amazon.com

What we think

Marketplace is growing

Disruptive influence

Does Amazon need stores?

Maturity beckoning?

Where next?

Company background

Company performance

Figure 40: Amazon.com Inc.: group financial performance, 2011/12-2015/16

Electricals sales

Figure 41: Amazon: estimated electricals sales in Europe, 2015-16

Marketplace

Retail offering

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### Apple Retail

#### What we think

Over-reliance on the iPhone?

A price rise too far?

All about the image

Company background

Company performance

#### Worldwide

Figure 42: Apple Inc.: sales and operating profit, 2012-16

#### Apple Retail UK

Figure 43: Apple Retail UK: group financial performance, 2011/12-2015/16

Figure 44: Apple Retail UK: outlet data, 2011/12-2015/16

Figure 45: Apple Retail: European stores, 2014-17

#### Retail offering

### E-Square

#### What it does

Company background

Key figures

#### Members

Figure 46: E-Square membership, 2016

#### Sales

### Euronics International

#### What we think

Bringing its members new and innovative products

Brand communication

Bolstering multi-channel proposition

Services add value to physical stores

Company background

Company performance

Figure 47: Euronics International: group sales performance, 2011-15

Figure 48: Euronics International: estimated outlet data, 2011-15

#### Retail offering

### Expert Europe

#### What we think

National network, local availability

Strength in common branding is being eroded

Increased focus on brand and product expertise and service...

...and online presence

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Where now?

Company background

Company performance

Figure 49: Expert Europe: group sales performance, 2012-16

Figure 50: Expert Europe: outlet data, 2012-16

Retail offering

### Fnac Darty Group

What we think

Enlarged product offering to better compete with the likes of Amazon

Enhanced multichannel offering

Increased bargaining power to offer more competitive prices

Shortcuts to aid electrical product consumers decision-making process

Company background

Company performance

Figure 51: Fnac Darty: financial performance, pro forma, Q3 2016 and 1st nine months 2016

Figure 52: Fnac Darty: store network, pro forma, 2015-16

Retail offering

### HTM Group

What we think

Pushing ahead with geographical expansion

Increasing buying power

Tapping into the potential of the connected home and connected commerce

Company background

Company performance

Figure 53: HTM Group: estimated sales, 2012-16

Figure 54: HTM Group: outlet data, 2012-16

Retail offering

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