

## Electrical Goods Retailing - Italy - February 2017

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

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“With the vast majority of purchases taking place in-store, and given the value Italian consumers put on first-hand product experience and sales support, the electrical specialists still account for the largest share of consumer spend on electrical goods.”  
– **Steven Mayles, 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 and online
- Which retailers had been used for electricals shopping
- Reasons for shopping online or in-store.

Electrical retail sales were up an estimated 5.3% in 2016 as consumer spend on electrical products accelerated, fuelled in part by a tax rebate scheme encouraging the purchase of energy-efficient large consumer appliances. The specialist electricals retailers remain the dominant sales channel, but online non-specialist Amazon is the single most popular retailer used for electrical goods purchasing according to our consumer research, demonstrating the importance of the online channel to the market.

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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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The facts  
The implications

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Prices of electrical goods creeping up  
Specialists account for 76% of spending on electrical products  
Electrical retail sales growth accelerates

### Spending and Inflation

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