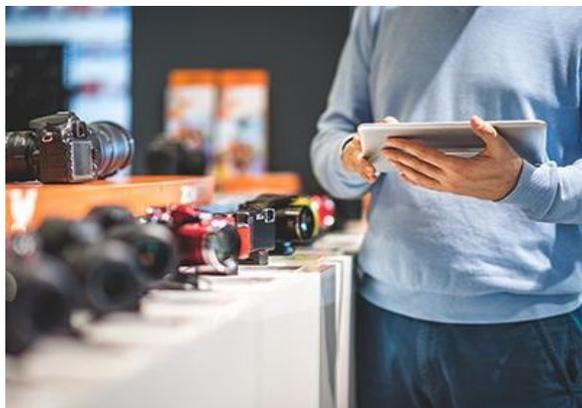


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“Consumer spending on electrical goods continued to weaken in 2017 as higher inflation in other product categories led consumers to spend more elsewhere. Online is now the channel of choice for Germans shopping for electricals, with 70% of electrical goods shoppers buying via any device in the past year and 58% shopping from an online-only retailer.”

- **Thomas Slide, Retail Analyst**

This report looks at the following areas:

- How online and in-store compares by product category
- What can Ceconomy do next to stay ahead?

2017 saw inflation hit its highest level since 2012 as a result of higher prices on energy and food. This placed a greater burden on household finances leaving less to be spent on discretionary purchases, such as electrical goods. The result was that growth in consumer spending on electrical goods slowed in 2017 despite an increase in total household expenditure.

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