

Electrical Goods Retailing - Spain - February 2019

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“Although the business environment in terms of the Spanish economy has been much improved in the past five years, specialist store-based electrical retailers have continued to lose market share to the online channel, especially Amazon.”

– **Michael Oliver, Senior Retail Analyst**

This report looks at the following areas:

- Retailers need to give consumers a reason to shop in-store
- Value-added goods and services to boost revenues

If they are going to make their stores work effectively for them, they must seek to drive home the main advantage they have over Amazon in terms of being able to offer a stronger customer service-oriented proposition through their store estates and use this to build truly omnichannel businesses.”

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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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