

Electrical Goods Retailing - Spain - February 2020

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This report looks at the following areas:

- Investing in stores remains key
- Offering credit and free extras as an alternative to discounting

Consumer spending continued to increase in 2019 in France but at a slower rate. It was expected to have risen by only 1.8% compared to 3.3% in 2018. On the one hand, the Spanish economy still faces great uncertainty, while on the other, the country is maintaining its expansionary growth cycle, and should continue to grow in the coming years. Growth in spending on electrical items is also likely to have experienced a slowdown to 1.5%.



“The Spanish economy continues to grow although consumer confidence has not yet been fully restored. But in the electricals retail sector specialists are losing share of spending to online competitors. Nevertheless, the proportion of those who shop for electrical goods online appears to have stabilised.”

– Armando Falcao, European Retail Analyst

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- MediaMarkt stabilises growth in sales
- Fnac growth slows further in face of sluggish consumption

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