

Electrical Goods Retailing – France – February 2020

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- What is the future of store-based electricals retailing in France?
- How can AR and VR help electricals retailers?

Consumers are driven by price, but not in isolation, suggesting that retailers offering an engaging in-store environment, with added extras, such as repairs and warranties, can capitalise on their store network, at the same time integrating it with best practice online.

Consumer spending on electricals in France is estimated to have increased by just 0.5% in 2019 to €28.3 billion (including VAT), a similar rate to 2018. The market is subject to downward pressure on prices, a key battleground in this sector. The specialist retail sector grew by an estimated 2%, to a total of €13 billion (excluding VAT) and has been growing its share of spending.

Within this some of the market-leading retailers have produced strong growth, but the voluntary/buying group segment, serving small independent retailers, has struggled and we have seen some structural changes. Online has changed the way people shop for electricals, but the leading chains have stayed ahead of the game, developing their omnichannel model, and increasing their share of spending as a result. Some are diversifying into the value-added goods and services sector, including insurance (eg smartphone protection plans) and the provision of repairs, as well as leveraging their store estate to provide a more attractive online offer (eg rapid fulfilment of orders) and to drive store footfall.



“Our consumer research shows opportunities for retailers to make their stores more customer-friendly and experiential, to become somewhere where shoppers can access advice and try out new technologies in fun and exciting new ways.”

– **Natalie Macmillan, Senior European Retail Analyst**

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