

Electrical Goods Retailing - UK - February 2015

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“Perhaps it is time for some specialists to move closer to EDLP (everyday low pricing) and away from the questionable deep discounting that has traditionally been a feature of the sector.”

– Richard Perks, Director of Retail Research

This report looks at the following areas:

- Internet pureplays versus stores: it's more than just price
- How can stores fight back?
- Time for EDLP?
- Letting the Black Friday genie out of the bottle

The electrical and electronic goods market is very diverse, ranging from televisions and tablets to household appliances and personal care devices. And the performances of these different segments are tied to very different factors – from the housing market to innovation-fuelled deflation.

This report considers the major sub-categories within electrical goods retailing. We provide segment forecasts to 2019 for: household appliances, audio-visual goods, computing and telecoms products and personal care appliances, as well as the total market.

Similarly, the market is served by a diverse range of retailers, from supermarkets such as Tesco and Asda through specialists such as Currys-PC World to internet-only retailers such as AO.com and Amazon.

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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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Key points

Samsung Innovation Showroom
 Currys - PC World
 ... roll out revolutionary new kitchen retail concept
 ... and open in-store 'SMART Tech Zones'
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 Wearable technology e-store
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Denmark

Finland

France

Germany

Greece

Italy

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Retail offering

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