

Electrical Goods Retailing - UK - February 2016

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"Since the collapse of Comet the electrical specialists have seen their share of the market diminish under pressure from non-specialists. There were signs of a resurgence in the specialist market in 2014 and this has accelerated in 2015 with the specialists sector outpacing an overall market which saw consumer spending fall."
 – Nick Carroll , Retail Analyst

This report looks at the following areas:

- The importance of stores in the decision making process
- Sainsbury's and Argos: what does it mean for the electricals market?
- Getting service right
- Black Friday: making sense of it all

A major part of this has been to bring prices in line with the online-only players, notably Amazon. Stores also remain a crucial part of the electricals buying process, with consumers continuing to value the ability to view products physically as well as benefit from the in-store and after-sales service given, which is also helping to encourage consumers back to the specialist retailers.

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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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