Electrical Goods Retailing - Europe - February 2016

Report Price: £2895.00 | $4688.31 | €3677.55

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"What had been a boom sector for ten years has been struggling with decline since the onset of recession, hit by weak demand and the growing maturity of the computer market. Retailers have had to come to terms with the growing strength of online retailers, notably Amazon, but are showing signs of beginning to fight back."
– Richard Perks, Director of Retail Research

This report looks at the following areas:

It is becoming increasingly clear that online and in-store retailers complement each other, each has its own strengths, but store based retailers need to make the most of their advantages – display, service – while price matching the online players. Online players must major on breadth of range and convenience. We think that the seemingly inexorable rise of the online players is coming to an end and the two will learn how to co-exist.

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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