

Electrical Goods Retailing - Italy - February 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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



“Collectively, the specialist electrical retailers continue to hold sway with market share, but their grip on the market is looking less assured, with non-specialist Amazon now the single most used retailer for electrical goods purchasing according to our consumer research for this report.”

— Steven Mayles, Retail Analyst

This report looks at the following areas:

- Specialists struggling to compete with Amazon
- Pressure on retailers to deliver on product demonstration and technical expertise

Boosted by a strong pick-up in consumer spending on electricals in 2015 the Italian electricals retail market is showing the first real signs of recovery after a period of contraction. Electrical goods deflation, which has crippled retailers' margins in recent years, is easing as consumers show an increased willingness to buy electricals after pulling back on the category during the recession. Collectively the specialist electricals retailers remain the dominant sales channel, but online non-specialist Amazon is now the single most popular retailer used for electrical goods purchasing. Consumers' satisfaction with quality and price of electrical goods is tempered by dissatisfaction with customer service and product demonstration.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Electrical Goods Retailing - Italy - February 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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

Table of Contents

Overview

- What you need to know
- Areas covered in this report

Executive Summary

- The market
- Spending and inflation
 - Figure 1: Italy: Annual % change in total household expenditure and expenditure on electrical products, 2010-15
- Channels of distribution
 - Figure 2: Italy: Estimated distribution of spending on electrical products, 2015
- Sector size and forecast
 - Figure 3: Italy: Annual % change in all retail sales (excl. fuel) and household goods retail sales, 2010-16
- Leading players
- Key metrics
- Market shares
 - Figure 4: Italy: Leading specialist electrical retailers: Estimated shares of spending on electricals items, 2015
- Online
- The consumer
- Where they shop for electrical products
- Levels of satisfaction
- What we think

Issues and Insights

- Specialists struggling to compete with Amazon
- The facts
- The implications
- Pressure on retailers to deliver on product demonstration and technical expertise
- The facts
- The implications

The Market – What You Need to Know

- Consumer spend up for a second consecutive year
- Category deflation eases, but still below the headline rate
- Channels of distribution
- Sector size and forecast

Spending and Inflation

- Consumer spending
 - Figure 5: Italy: Consumer spending at current prices (incl. VAT), 2010-15
- Inflation

BUY THIS
REPORT NOW

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
 APAC +61 (0) 2 8284 8100 |
 EMAIL: reports@mintel.com

Electrical Goods Retailing - Italy - February 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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

Figure 6: Italy: Consumer prices, Annual % change, 2011-15

Figure 7: Italy: Harmonised indices of consumer prices: year-on-year % change, January 2014-December 2015

Unit volumes

Figure 8: Italy: unit volume of selected major electrical goods categories, 2010-19

Figure 9: Italy: Definitions for unit volume market data

Channels of Distribution

Figure 10: Italy: Estimated distribution of spending on electrical goods, 2014-15

Figure 11: Italy: Estimated distribution of spending on electricals goods, 2015

Sector Size and Forecast

Figure 12: Italy: Household goods retailers sales, exc. VAT, 2010-15

Figure 13: Italy: Household goods retailers sales, exc. VAT, 2015-20

Leading Players – What You Need to Know

A shifting market

Expert's membership in flux

Specialists market share of total consumer spend on electricals declining

Leading Players

Media World/Saturn store closures

Trony plans more store openings

Euronics focusing on technical specialisation

Possible UniEuro IPO in 2016

Figure 14: Italy: Leading specialists – sales, 2012-15

Figure 15: Italy: Leading specialists – outlet numbers, 2012-15

Figure 16: Italy: Leading specialists – Estimated sales per outlet, 2012-15

Market Shares

Figure 17: Italy: Leading electrical specialists – estimated share of all spending on electrical goods, 2012-15

Online

Market size

Online retailers

Figure 18: Italy: Where they bought electrical goods online in the last 12 months, January 2016

Online shoppers

Figure 19: Italy: Percentage of all individuals having purchased electrical goods online in the past 12 months, selected categories, 2009-15

The Consumer – What You Need to Know

84% of consumers purchase electrical goods from a specialist retailer

Amazon is the most popular retailer used for electrical goods purchasing

Service-related issues rank highest for dissatisfaction

Media World Saturn scores poorly on satisfaction

Where They Shop for Electrical Goods

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Electrical Goods Retailing - Italy - February 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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

Specialists dominate

Figure 20: Italy: Where they bought electrical goods in the last 12 months, in-store or online/catalogue, January 2016

Amazon enhances its market-leading online position with Prime Now

Figure 21: Italy: Where they bought electrical goods in the last 12 months, in-store versus online/catalogue, January 2016

Average age and affluence

Figure 22: Italy: Where they bought electrical goods, by age and income, January 2016

Levels of Satisfaction

Figure 23: Italy: Levels of satisfaction with last electricals retailer purchased from, January 2016

Satisfaction with specific retailers

Media World Saturn

Figure 24: Italy: Those agreeing they were satisfied at Media World Saturn relative to electrical retailer average, January 2016

UniEuro

Figure 25: Italy: Those agreeing they were satisfied at UniEuro relative to electrical retailer average, January 2016

Euronics

Figure 26: Italy: Those agreeing they were satisfied at Euronics relative to electrical retailer average, January 2016

Amazon

Figure 27: Italy: Those agreeing they were satisfied at Amazon relative to electrical retailer average, January 2016

Amazon Europe

What we think

An evolving offer

Amazon Prime extends its breadth and reach

A sense of occasion

Product development continues

Delivery gets quicker, but pushes fulfilment costs higher

Click & Collect points limited to US universities

Looking ahead

Company background

Company performance

Growth slows in Europe

Figure 28: Amazon.com Inc: Group financial performance, 2010-15

Sales mix

Figure 29: Amazon: Composition of net sales, 2015

Retail offering

Apple Retail

What we think

It's all about the iPhone

The importance of innovation

Apple stores an important to success of the brand

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Electrical Goods Retailing - Italy - February 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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

Company background

Company performance

Worldwide

Figure 30: Apple Retail: sales and operating profit, 2011-15

Figure 31: Apple Retail: Outlet data, 2010/11-2016

Apple Retail UK

Figure 32: Apple Retail UK: Group financial performance, 2009/10-2014/15

Figure 33: Apple Retail UK: Outlet data, 2010/11-2016

Figure 34: Apple Retail: European stores, 2014-16

Retail offering

Euronics International

What we think

Company background

Company performance

Figure 35: Euronics International: Group financial performance, 2010-14

Figure 36: Euronics International: Outlet data, 2010-14

Euronics membership

Figure 37: Euronics: Members, countries and trading names, 2016

Expert Europe

What we think

The up-sides

The downsides

Company background

Online

Figure 38: Expert International, online shopping availability, 2016

Company performance

Figure 39: Expert Europe: Estimated sales at retail, excl. VAT, 2011-15

Figure 40: Expert Europe: Outlet data, 2011-15

Expert Germany

Expert Italy

Expert Spain

Expert France

Retail offering

Store formats

Media-Saturn

What we think

Increasing the channels to market

Adding new store concepts

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Electrical Goods Retailing - Italy - February 2016

Report Price: £2195.00 | \$3554.69 | €2788.33

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

Market-leading delivery services

Encouraging innovation

Company background

Company performance

Figure 41: Media Markt/Saturn: Group financial performance, 2010/11-2014/15

Figure 42: Media Markt/Saturn: Outlet data, 2010/11-2014/15

Retail offering

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Data sources

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com