Electrical Goods Retailing - Europe - February 2017

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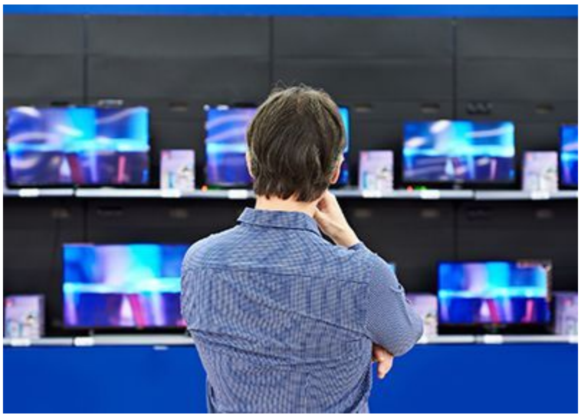

"The days when the electricals sector was seen as a boom area are long gone. White goods and most brown goods are now bought mostly on a replacement basis – there is too little product innovation to accelerate the process. Where there is development, as with curved TV screens or 3DTV it is of minority interest only."
– Richard Perks, Director of Retail Research

This report looks at the following areas:

Electricals retailers are pinning their hopes on the connected home, but the scale of demand for such products remains to be seen. Amazon is growing fast as are other online pureplayers. Currys may be fighting back, and Fnac – Darty is poised to do so as well, but smaller independents are struggling and so the voluntary groups that support them are as well

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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