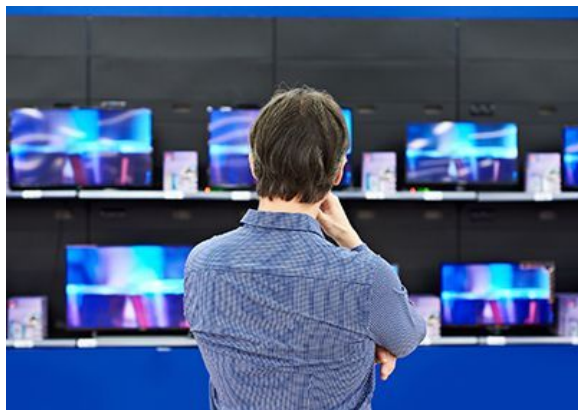


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“Consumer confidence is recovering in Spain and spending on discretionary products continues to rise. However, the specialist electrical retailers are losing share of the electrical goods market. Leading specialist, Media Markt’s strong performance continues to contrast the overall trend, driven by the retailer’s continued investment in both in-store and online operations.”

– **Samantha Dover, Retail Analyst**

This report looks at the following areas:

- Which electricals products had been purchased over the last year
- How consumers are shopping: in-store or online
- Which retailers had been used for electricals shopping
- Reasons for shopping online or in-store.

The Spanish economy is recovering following a prolonged recession and, as a result, consumer spending on electricals has continued to grow since 2014. However, growth is set to slow and the specialists are facing an increasingly difficult trading environment.

In the wider market, overall retail sales growth in Spain has been largely driven by robust growth amongst the grocers and department store retailers. Department stores and grocers, as well as online-only retailers, account for significant shares of spending in the electricals market and this will have resulted in the specialist retailers struggling to maintain their share. In a competitive marketplace there has also been plenty of discounting to attract consumers, which is in turn impacting growth for a number of the leading players. Whilst the majority of electrical specialists are failing to give shoppers a compelling reason to shop with them, Media Markt continues to hold its dominant position in the market and has gone from strength to strength with consistent sales growth.

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