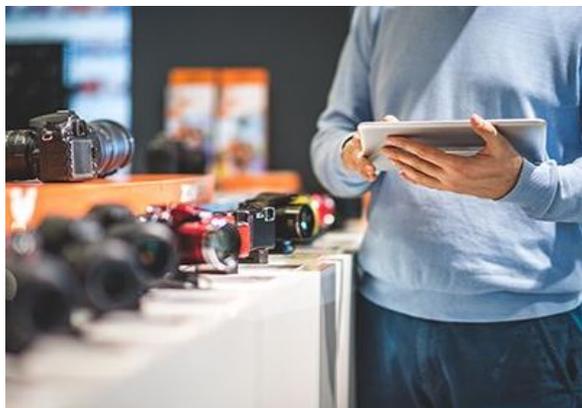


Electrical Goods Retailing - France - February 2018

Report Price: £995.00 | \$1343.55 | €1119.77

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



This report looks at the following areas:

- Digital integration in electrical goods retailing
- Targeting younger men and women

After three consecutive years of decline, 2016 and 2017 saw an upturn in spending on electricals, with the market valued at an estimated €30.9 billion in 2017. Market growth has been held back by inflation, which has been persistently low or negative in the relevant categories over several years. The retail landscape for electricals and electronics has changed enormously as digitalisation and competition from online have permanently changed how people shop. Store-based specialists are still the most important channel for electrical goods shopping and this part of the sector is led by Darty, Boulanger and Fnac. But Amazon is increasingly dominant and emerged as the single most popular retailer in our consumer research. We have seen some moves towards consolidation as traditional brands have sought to achieve the necessary scale to remain competitive. Carrefour bought Rue du Commerce, Fnac acquired Darty and a number of other partnerships in buying have been formed. There has also been movement between the voluntary groups as they seek to stand up to the strength of the multiples.

“The electricals market in France is robust, but the retail landscape has been changed dramatically by digitalisation.

As Amazon has increased its dominance, the established players have fought back with a series of acquisitions and partnerships, with the purchase of Darty by Fnac the most high profile. The online and offline worlds are merging and the successful retailers will be those that can maximise the synergies between them, offering an integrated proposition of products.

- Natalie Macmillan, Senior Analyst

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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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Apple Retail UK

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