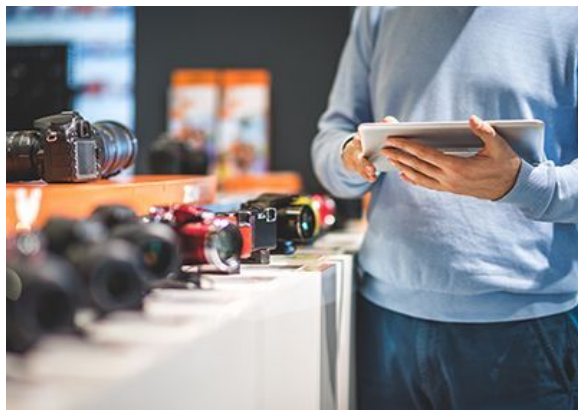


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“Italy lags a long way behind the rest of Western Europe in retail development and especially in online development.

Electricals retailing is still very fragmented across the board and online we estimate that even the leading player via that channel, Amazon, has a market share of under 2%.”

– **Richard Perks, Director of Retail Research**

This report looks at the following areas:

- **Just how great is the potential for electrical retailing in Italy?**
- **Is the potential of online likely to be realised soon?**

The Italian market is still highly fragmented and while there are some multiples – Unieuro, Media World and Comet, their share is still small. Online is poorly developed, though Amazon is an increasingly important player. The underlying problem for the sector and for investment into the electricals retail sector is the poor performance of the Italian economy and the lack of potential growth in consumer spending.

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