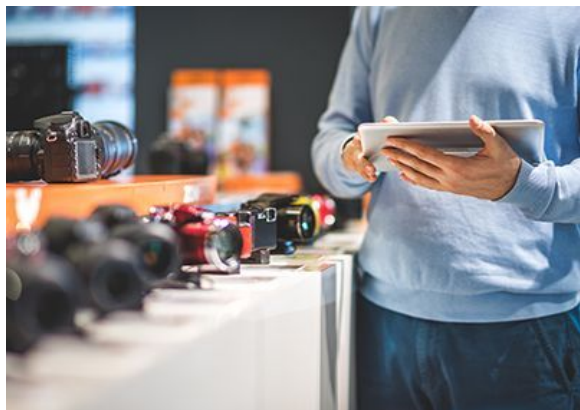


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“While the economic climate in Spain has greatly improved and spending on electrical items has increased for the past four years, electrical specialists have been steadily losing market share, largely to the online channel and particularly to the likes of Amazon.”

– **Michael Oliver, Senior Retail Analyst**

This report looks at the following areas:

- **Retailers need to do more to enhance appeal of online electrical purchasing**
- **Tech rental option**

Consumer spending on electricals is estimated to have increased 5% year-on-year in 2017, reflecting the acceleration of the economy as it exits a sustained period of recession. However, the specialist sector has not kept pace with this growth. While the three leading specialist chains have all outperformed the sector, it has been the voluntary/buying groups serving independent electrical retailers that have struggled, as they have been losing members' stores.

The online channel represents a growing threat to the specialists, although they are meeting it head-on with a full multichannel offer. Amazon is now the second most popular electrical retailer behind MediaMarkt according to our consumer research for this report. The challenge for retailers with physical stores is to use that presence to their advantage to drive home a service-based proposition, while remaining competitive with the online channel in terms of price and fulfilment options.

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