

Electrical Goods Retailing - France - February 2019

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.



“Electricals retailing in France is challenging due to the growth of online retailing and downward price pressures from the intense competition.”

– **Natalie Macmillan, Senior European Retail Analyst**

This report looks at the following areas:

- The influence of online
- The cost of discounting

Fnac Darty is the market leader, itself the result of a merger in 2016, and we are seeing several partnerships and alliances as specialists and non-specialists seek to shore up their positions. Stores remain the channel of choice but online is growing rapidly - 56% of electrical goods shoppers in our survey bought online via any device in the past year and 36% shopped at an online-only retailer.”

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Electrical Goods Retailing - France - February 2019

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.

Table of Contents

Overview

What you need to know
Areas covered in this report

Executive Summary

The market
Consumer spending
Figure 1: France: Consumer spending on electrical items (incl. VAT), 2014-18
Sector size and forecast
Channels of distribution
Figure 2: France: estimated distribution of spending on electrical/electronic goods by channel, 2018
Companies and brands
Key metrics
Market shares
Figure 3: France: Leading electrical retailers' shares of spending on electricals, 2018
Online
The consumer
What they buy
Figure 4: France: electrical products bought in the last 12 months, January 2019
How they shop
Figure 5: France: usage of stores vs online when buying electrical/electronic products, by gender, January 2019
Where they shop
Figure 6: France: where they shop for electricals, whether in-store or online, January 2019
Attitudes to shopping for electricals
Figure 7: France: attitudes to shopping for electrical/electronic goods, January 2019
What we think

Issues and Insights

The influence of online
The facts
The implications
The cost of discounting
The facts
The implications

The Market – What You Need to Know

Economy picking up after prolonged period of low growth
Specialists remain strong
Ongoing deflation

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Electrical Goods Retailing - France - February 2019

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.

Specialists account for over half of spending

Consumer Spending

Signs of growth in the French economy

Low growth in spending on electricals

Figure 8: France: Consumer spending on electrical items (incl. VAT), 2014-18

Sector Size and Forecast

Total retail sales recovering, further growth forecast for 2018

Specialists outperform all retail sales

Figure 9: France: Electricals specialists, sales excl VAT, 2014-18

Figure 10: France: Electricals specialists, forecast sales, excl VAT, 2019-23

Inflation

Figure 11: France: Consumer price inflation (HICP*), Annual % change, 2014-18

Figure 12: France: Consumer price inflation on electrical items (HICP*), annual % change, July 2017-January 2019

Channels of Distribution

Figure 13: France: Channels used to buy electrical goods, January 2019

Figure 14: France: estimated distribution of spending on electrical/electronic goods by channel, 2018

Companies and Brands – What You Need to Know

Fnac Darty leads

Multiples growing share as independents decline

Online market worth some €5.8 billion

Leading Players

Challenges for Fnac Darty

Retail partnerships

Marketplaces driving growth

Online retailers

Telecoms specialists

Figure 15: France: Leading electrical retailers, sales, 2014-18

Figure 16: France: Leading electrical retailers, outlet numbers, 2014-18

Sales per outlet

Figure 17: France: Leading electrical retailers, sales per outlet, 2014-18

Market Shares

Figure 18: France: Leading electrical retailers' shares of spending on electricals, 2014-18

Online

Online activity

Shopping online

Figure 19: France: Proportion of people buying electrical items online in the last 12 months, 2014-18

Online sales of electricals

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Electrical Goods Retailing - France - February 2019

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.

Leading online players

Figure 20: France: Estimated sales of electricals online by leading retailers, 2014-18

The Consumer – What You Need to Know

Almost 70% shopped for electrical goods in the past year

In-store still the channel of choice

Darty the most used store

Promotions eroding full price sales

Research before buying

What They Buy

Men, the young and more affluent most likely to buy

Figure 21: France: Proportion of people buying any kind of electrical product in the last 12 months by generation group, January 2019

Mobile phones the most popular purchase

Figure 22: France: electrical products bought in the last 12 months, January 2019

How They Shop – Online and In-store

Figure 23: France: Channels used to buy electrical goods in the last 12 months, January 2019

Figure 24: France: usage of stores vs online when buying electrical/electronic products, by gender, January 2019

Channels used by retailers bought from

Figure 25: France: channel used by retailer bought from, January 2019

Where They Shop

Figure 26: France: where they shop for electricals by store category, whether in-store or online, January 2019

Figure 27: France: where they shop for electricals, whether in-store or online, January 2019

Who shops where

Figure 28: France: profile of electricals shoppers by retailer used, January 2019

Attitudes to Shopping for Electrical Products

Too many promotions undermine trust

Research before buying

Figure 29: France: attitudes to shopping for electrical/electronic goods, January 2019

Attitudes by retailers used

Figure 30: France: agreement with the statement "Amazon is often the first site I go to when looking for electrical goods online" by where they shopped for electrical goods in the past 12 months, January 2019

Figure 31: France: agreement with the statement "I often view electrical products in-store but buy them online " by where they shopped for electrical goods in the past 12 months, January 2019

Figure 32: France: agreement with the statement "Frequent promotions make paying full price for electrical products unnecessary" by where they shopped for electrical goods in the past 12 months, January 2019

Appendix: Data sources, Abbreviations and Supporting Information

Abbreviations

Data sources

Amazon International

What we think

Prime

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Electrical Goods Retailing - France - February 2019

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.

Marketplace

And what does that mean for electricals?

Where next?

Company background

Company performance

Figure 33: Amazon: Sales by activity, 2018

Mintel estimates

GTV vs Consolidated vs Direct sales

Recent performance

Figure 34: Amazon Group: Group financial performance, 2014-18

Figure 35: Amazon International: Estimated retail sales performance, 2015-18

Sales of electrical goods

Figure 36: Amazon Europe: estimated sales of electrical products, 2018

Retail offering

Consumer profile

Product mix

Figure 37: Amazon UK: Estimated sales by product, 2017

Marketing

Euronics International

What we think

Multichannel strategy compromised by group structure

Rethinking the digital sales channel

Reinventing physical points of sale

Company background

Company performance

Figure 38: Euronics International: estimated group financial performance, 2013-17

Figure 39: Euronics International: estimated outlet data, 2013-17

Retail offering

Fnac Darty

What we think

Taking charge of the product lifecycle

Benefits of merger close to being realised, but what next?

Retail Alliance put on hold for now

Company background

Company performance

Figure 40: Fnac Darty : Group financial performance, 2015-18

Figure 41: Fnac Darty : Outlet data, 2015-18

Retail offering

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Electrical Goods Retailing - France - February 2019

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.

HTM Group

What we think

Pursuing expansion on all fronts

Makes about turn on franchising

Online also benefits from partnerships

Dangers of fixed expansion targets

Company background

Company performance

Figure 42: HTM Group: Group sales performance, 2014-18

Figure 43: HTM Group: Outlet data, 2014-18

Retail offering

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com