

## Electrical Goods Retailing - Italy - February 2019

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

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“Our consumer research shows opportunities for retailers to make their stores more customer-friendly and experiential, becoming somewhere where they are advised on and introduced to the technology they want.”

- **Michael Oliver, Senior Retail Analyst**

This report looks at the following areas:

- What are the opportunities for store-based retailers?
- Is online retailing of electricals finally taking off in Italy?

Increasing the spotlight on customers could also help to shift buyers' focus away from being so much on price and allow stores to show customers how they can offer a different and perhaps better service than online pureplayers. Stores have a lot of advantages but the online channel does too. It is the retailers that combine the best of both who will flourish.

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### DID YOU KNOW?

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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Electrical spending growth outstrips the market  
Specialist retailers likely to have lost share

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