

## Electrical Goods Retailing - Europe - February 2019

Report Price: £2895.00 | \$3909.12 | €3258.03

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"There appear to be too many electrical retailers and this report paints a picture of the sector slowly coming to terms with the degree of rationalisation necessary."

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

This report looks at the following areas:

This year Amazon has moved up into top place in Europe, highlighting the problems of the store-based market leaders, Ceconomy (MediaMarkt Saturn) and Dixons Carphone, which are both struggling, while the voluntary groups are actually contracting. "Online players are still expanding, making the most of the advantages that an online offer can give, though some, such as AO.com, are already showing some signs of growth slowing. The sector faces challenging competitive conditions for the next few years while the stores and online players reach a state of equilibrium.

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## Dixons Carphone sales slow...

...whilst Maplin fails

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## Electrical Goods Retailing - Europe - February 2019

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Figure 309: Euronics International: estimated outlet data, 2013-17

Retail offering

### Expert Europe

What we think

The problems of operating a voluntary group

Online weak

Free recycling of old appliances bolsters green credentials

Company background

Company performance

Figure 310: Expert Europe: Estimated group financial performance, 2014-18

Figure 311: Expert Europe: Estimated outlet data, 2014-18

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 312: Fnac Darty : Group financial performance, 2015-18

Figure 313: Fnac Darty : Outlet data, 2015-18

Retail offering

### 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 314: HTM Group: Group sales performance, 2014-18

Figure 315: HTM Group: Outlet data, 2014-18

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