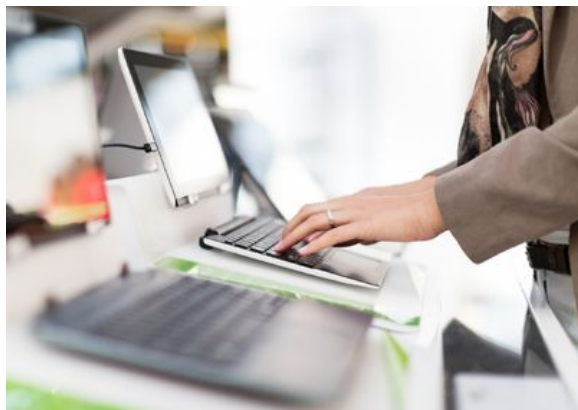


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“Spending on electricals rose again in 2019. However, the marketplace is changing, marked by the contrasting trajectories of online-only and specialist retailers. Consumer demand is increasingly dictated by the widening gulf between young and old shoppers.”
– **Marco Amasanti, Retail Analyst**

This report looks at the following areas:

The fluid nature of the former opened several avenues for growth in the past year; however multichannel retailers must be proactive in addressing these, or risk a generation of consumers that bypass the store altogether.

- **An untapped opportunity: Black Friday electrical sales among women**
- **The opportunity for retailers to collaborate with YouTubers**

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