

Electrical Goods Retailing - Spain - February 2020

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This report looks at the following areas:

- Investing in stores remains key
- Offering credit and free extras as an alternative to discounting

Consumer spending continued to increase in 2019 in France but at a slower rate. It was expected to have risen by only 1.8% compared to 3.3% in 2018. On the one hand, the Spanish economy still faces great uncertainty, while on the other, the country is maintaining its expansionary growth cycle, and should continue to grow in the coming years. Growth in spending on electrical items is also likely to have experienced a slowdown to 1.5%.



“The Spanish economy continues to grow although consumer confidence has not yet been fully restored. But in the electricals retail sector specialists are losing share of spending to online competitors. Nevertheless, the proportion of those who shop for electrical goods online appears to have stabilised.”

– Armando Falcao, European Retail Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Areas covered in this report

EXECUTIVE SUMMARY

- **The market**
- **Consumer spending**
Figure 1: Spain: Consumer spending on electrical items (including VAT), 2013-19
- **Sector size and forecast**
Figure 2: Spain: IT and telecoms equipment specialists' sales, excluding VAT, 2013-19
- **Channels of distribution**
Figure 3: Spain: Estimated distribution of spending on electrical goods by channel, 2019
- **Companies and brands**
- **Key metrics**
- **Market shares**
Figure 4: Spain: Leading electrical specialists' shares of spending on electricals, 2019
- **Online**
- **The consumer**
- **What they buy**
Figure 5: Spain: Electrical products bought in the last 12 months, November 2019
- **How they shop**
Figure 6: Spain: Usage of stores vs online when buying electrical/electronic products, November 2019
- **Where they shop**
Figure 7: Spain: Where they shop for electricals, November 2019
- **Attitudes to shopping for electrical goods**
Figure 8: Spain: Attitudes to shopping for electrical/electronic goods, November 2019
- **What we think**

ISSUES AND INSIGHTS

- Investing in stores remains key
- The facts
- The implications
- Offering credit and free extras as an alternative to discounting

What's included

Executive Summary

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- The facts
- The implications

THE MARKET – WHAT YOU NEED TO KNOW

- Spending growth slows as consumers remain cautious
- Specialists' sales showing signs of recovery
- Specialists continue to lose share to online shopping

CONSUMER SPENDING

- Economic growth persists in spite of slowdown
- Spending on electricals continues to grow

Figure 9: Spain: Consumer spending on electrical items (including VAT), 2014–19

SECTOR SIZE AND FORECAST

- Specialists' sales expected to continue to decrease

Figure 10: Spain: IT and telecoms specialists, sales excluding VAT, 2015–19

Figure 11: Spain: IT and telecoms specialists, forecast sales excluding VAT, 2020–24

INFLATION

Figure 12: Spain: Consumer prices, annual % change, 2013–19

Figure 13: Spain: Consumer price inflation on electrical items (HICP*), annual % change, January 2018–December 2019

CHANNELS OF DISTRIBUTION

- Specialists continue to lose share to online shopping

Figure 14: Spain: Estimated distribution of spending on electrical goods by channel, 2017–19

Figure 15: Spain: Estimated distribution of spending on electrical goods by channel, 2019

COMPANIES AND BRANDS – WHAT YOU NEED TO KNOW

- Leader MediaMarkt stabilises sales growth
- Fnac growth slows further in face of sluggish consumption
- Worten grows in spite of reduced store estate
- Market concentration decreases over the past five years
- Electricals is one of the most developed online markets in Spain

LEADING PLAYERS

- MediaMarkt stabilises growth in sales
- Fnac growth slows further in face of sluggish consumption

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- **Worten grows in spite of reduced store estate**

Figure 16: Spain: Leading electrical specialists, sales, 2015-19

Figure 17: Spain: Leading electrical specialists, outlets, 2015-19

Figure 18: Spain: Leading electrical specialists, sales per outlet, 2015-19

MARKET SHARES

- **Market concentration increases slightly in 2019**

Figure 19: Spain: Leading electrical specialists' shares of spending on electrical items, 2015-19

ONLINE

- **Online activity**

Figure 20: Spain: Broadband penetration as % of all households, 2008-19

Figure 21: Spain: Online purchasing in the past 12 months compared to other major European economies, 2008-19

- **Shopping online**

Figure 22: Spain: Proportion of people buying electrical items online in the last 12 months, 2008-19

- **Online sales**

Figure 23: Spain: Estimated online sales by product category, 2018

- **Leading online players**

Figure 24: Spain: Estimated sales of electricals online by leading retailers, 2015-19

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Nearly nine in ten people bought electrical goods in the past year**
- **Spanish still prefer to shop in-store**
- **MediaMarkt maintains high appeal among younger consumers**
- **Spanish happy to wait for a bargain**

WHAT THEY BUY

- **Proportion of those who bought electrical goods continues to rise**

Figure 25: Spain: Electrical products purchased in the last 12 months, November 2019

- **Men remain the main buyers of electrical goods**

Figure 26: Spain: Electrical products purchased in the last 12 months, by gender, November 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Report Price: £1095 | \$1495 | €1295

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- **Young consumers lead in purchasing mobiles, computers and video games**

Figure 27: Spain: Electrical products purchased in the last 12 months, by age, November 2019

HOW THEY SHOP – ONLINE AND IN-STORE

- **Stores remain the preferred place to shop**

Figure 28: Spain: Channels used to buy electrical goods in the last 12 months, November 2019

- **Men and younger buyers favour online, women and older buyers in-store**

Figure 29: Spain: Usage of stores vs online when buying electrical/electronic products, by gender and age, November 2019

WHERE THEY SHOP

- **MediaMarkt continues to lead the market, followed closely by Amazon**

Figure 30: Spain: Where they shop for electricals, November 2019

- **MediaMarkt, Amazon, Fnac and Apple are most popular among younger buyers**

Figure 31: Spain: Where they shop for electricals, by age, November 2019

- **How they shop by retailer used**

Figure 32: Spain: Where they shop for electricals, by channel used, November 2019

- **MediaMarkt continues to rely more on in-store only shoppers**

Figure 33: Spain: Where they shop for electricals (leading specialists only), by channel used, November 2019

ATTITUDES TO SHOPPING FOR ELECTRICALS

- **In-store experience remains key and discounting culture offer opportunities**

Figure 34: Spain: Attitudes to shopping for electrical/electronic goods, November 2019

- **Attitudes to shopping by retailer used**

Figure 35: Spain: Attitudes to buying electrical/electronic goods, by where they shop (specialists), November 2019

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Data sources**

AMAZON

- **What we think**
- **Prime: the glue keeping the consumer facing business units together**
- **Consumer electronics: half of UK households have an Amazon device**
- **Retail: Will Marketplace become a problem child?**
- **Company background**
- **Company performance**
Figure 36: Amazon: sales by activity, 2019
- **Mintel estimates**
Figure 37: Amazon.com Group: Group financial performance, 2015-19
Figure 38: Amazon International: estimated retail sales performance, 2015-19
- **Sales of electrical goods**
Figure 39: Amazon Europe: estimated sale of electrical products, 2019
- **Retail offering**
- **Product mix**
Figure 40: Amazon UK: estimated sales by product, 2018
- **Marketing**

CECONOMY (MEDIAMARKT/SATURN)

- **What we think**
- **Sharpening the focus of the business**
- **Role of stores is changing**
- **Online wobbles towards the end of 2018/19**
- **Where now?**
- **Company background**
- **Company performance**
Figure 41: MediaMarkt/Saturn: Group financial performance, 2014/15-2018/19
Figure 42: MediaMarkt/Saturn: Outlet data, 2014/15-2018/19
- **Retail offering**

FNAC DARTY

- **What we think**
- **Online looking good and still growing**
- **Services offer scope to develop other revenue streams**
- **Sustainability is being put at the core of the company's activities**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- **Partnerships boost knowledge and improve buying power**
- **Cross-banner developments**
- **Ticketing not core enough?**
- **Where now?**
- **Company background**
- **Company performance**
 - Figure 43: Fnac Darty : Group sales performance, 2015-19
 - Figure 44: Fnac Darty : Outlet data, 2015-19
- **Retail offering**

THE EUROPEAN BUYING GROUPS

- **What we think**
- **Growth at group level**
- **Store numbers falling**
- **Online is difficult for voluntary groups**
- **Can customer service offset higher prices ?**
- **Looking ahead...**

- **Sales**

Figure 45: Euronics and Expert: Selected countries, sales performance, 2014-18

- **Stores**

Figure 46: Euronics and Expert: Selected countries, store numbers, 2014-18

Figure 47: Euronics and Expert: countries of operation with local websites, 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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