

Electrical Goods Retailing - France - 2022

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This report looks at the following areas:

- The impact of COVID-19 on the electrical goods retailing sector
- How people shop for electrical goods and which retailers they use
- The winners and losers in the electrical goods retailing sector since the start of the COVID-19 outbreak
- How behaviours of electrical goods shoppers have changed since the start of the COVID-19 outbreak
- The impact of rising living costs on the electrical goods retailing sector
- The growth of the online channel within the electrical goods category and the boost given to it by the COVID-19 outbreak



“Growth in the household appliances and consumer electronics market is likely to stall in 2022. Many households will redirect part of their spending towards services, leisure activities and holidays and the cost of living squeeze will put electrical goods lower down on many households’ priorities.”

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

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Table of Contents

OVERVIEW

- **Key issues covered in this Report**
- **COVID-19: Market context**
- **The five-year outlook for electrical goods retailing**
Figure 1: Electrical goods category outlook, 2022-27
- **Areas covered in this Report**

EXECUTIVE SUMMARY

- **The market**
- **Spending was boosted by the pandemic**
Figure 2: France: consumer spending on electrical goods (incl VAT), 2017-21
- **Specialists were able to shift lost store sales to online**
Figure 3: France: electricals goods specialist retailers' sales (excluding VAT), 2017-23
- **Market drivers**
- **The consumer**
- **Younger men buy most**
Figure 4: France: demographic breakdown of buyers of any electrical products in the last 12 months, 2021
- **Mobile phones are the largest category**
Figure 5: France: electrical products bought in the last 12 months, 2021
- **Electrical goods is a mature online market**
- **In-store has dropped more**
- **Retailers must find ways to bring customers back to stores**
Figure 6: France: channels used to buy electrical goods, 2021
- **Amazon is the single most popular retailer**
- **A fifth had shopped at a grocer**
Figure 7: France: where they shop for electrical goods, whether in-store or online, 2019 and 2021
- **The legacy of the COVID-19 pandemic**
- **Sustainability issues are gaining traction**
Figure 8: France: COVID-19 related attitudes to buying electrical/electronic goods, environment, 2021
- **Confidence in shopping online has increased**
Figure 9: France: COVID-19 related attitudes to buying electrical/electronic goods, online purchasing, 2021
- **Obstacles to future growth**
Figure 10: France: COVID-19 related attitudes to buying electrical/electronic goods, stock shortages and spending priorities, 2021

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Executive Summary

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- **Companies and brands**
- **A consolidated market**
- **Specialists are gaining market share**

Figure 11: France: leading electrical goods specialists, shares of all electrical goods specialists' sales, 2021

- **Online**

ISSUES AND INSIGHTS

- **The impact of rising prices on electrical goods retailers**
- **New spending priorities combined with inflation will depress spending**
- **Price is not the only tool**
- **Tapping into conscious consumerism**
- **The potential in the refurbished market**
- **Specialist platforms and stores are springing up**
- **Highlighting opportunities for specialist electrical goods retailers**
- **A change in approach**

THE MARKET

- **Market size and performance**
Figure 12: France: consumer spending on electrical goods (incl VAT), 2017-21
- **Retail sector size and forecast**
- **COVID-19 caused uncertainty but retailers responded well online**
- **Shifting priorities affected sub-sectors differently**
- **Retailers need to react to the rise in the cost of living**
Figure 13: France: electrical goods specialist retailers' sales (excluding VAT), 2017-23
- **Channels to market**

MARKET DRIVERS

- **The economy is strengthening**
Figure 14: France: key economic projections, % annual change, 2019-23
- **Domestic demand is a key growth driver**
- **The jobs market has been more resilient than expected**
- **Supply chains are challenging**
- **And labour costs are likely to rise**
- **Cost of living is rising**
Figure 15: France: consumer prices * of electrical goods, annual % change, 2017-21

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Figure 16: France: consumer price inflation (HICP *) on electrical goods, annual % change, 2020-21

- Consumer confidence is improving**

Figure 17: France: trends in levels of consumer confidence*, 2020-22

- But lower earners will be more impacted by inflation**

- People have been buying fewer electrical goods**

Figure 18: France: changes to spending habits as a result of the COVID-19 pandemic, 2021-22

Figure 19: France: changes to spending habits as a result of the COVID-19 pandemic, 2022

THE CONSUMER

- Electricals goods purchased in the last year**

- Engagement in the category has dropped**

Figure 20: France: demographic breakdown of buyers of any electrical products in the last 12 months, 2021

Figure 21: France: electrical products bought in the last 12 months, 2019 and 2021

Figure 22: France: electrical products bought in the last 12 months, by selected demographics, 2021

- Online and in-store shopping for electrical goods products**

- Online is up, but in-store has dropped more**

- Bricks and mortar needs to find new ways to bring customers in**

Figure 23: France: channels used to buy electrical goods, 2019 and 2021

- Only the over-55s shop more in-store than online**

Figure 24: France: channels used to buy electrical goods, in-store and online, 2019 and 2021

- Smartphone usage vs computers**

Figure 25: France: smartphone vs laptop/desktop usage to buy electrical goods, 2021

- Computers are shopped for more online, appliances in-store**

Figure 26: France: channels used to buy electrical goods, in-store and online, by products bought, 2021

- Where electrical goods are purchased**

- Amazon takes the lead, just.....**

Figure 27: France: selected demographics of Amazon shoppers, 2021

- But is less dominant than in Germany, Italy or Spain**

- As a group, store-based specialists dominate**

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Full Report PDF

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- Grocers were used by one-fifth of shoppers**
Figure 28: France: where they shop for electrical goods, whether in-store or online, 2019 and 2021
- Demographic profiles**
Figure 29: France: age demographics of shoppers at selected retailers, 2021
Figure 30: France: gender demographics of shoppers at selected retailers, 2021
- Changes in attitudes and behaviours relating to electrical goods since the COVID-19 outbreak**
Figure 31: France: COVID-19 related attitudes to buying electrical/electronic goods, 2021
- Sustainability issues are gaining traction**
Figure 32: France: COVID-19 related attitudes to buying electrical/electronic goods, environment, 2021
- Confidence in shopping online has increased**
Figure 33: France: COVID-19 related attitudes to buying electrical/electronic goods, confidence in online purchasing, 2021
- Obstacles to future growth**
Figure 34: France: COVID-19 related attitudes to buying electrical/electronic goods, spending priorities and stock shortage concerns, 2021
- Attitudes vary across retailers' customers**
Figure 35: France: agreement with COVID-19 related attitudes to buying electrical/electronic goods by specialist retailer shopped, 2021

COMPANIES AND BRANDS

- An overview of the key players**
- Concentration is increasing**
- An enhanced digital presence**
- New stores and store formats**
- Commitments to the circular economy**
Figure 36: France: leading electrical goods specialists, sales, 2017-21
Figure 37: France: leading electrical goods specialists, outlets, 2017-21

MARKET SHARES

Figure 38: France: leading electrical goods specialists, shares of all electrical goods specialists' sales, 2017-21

What's included

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Infographic Overview

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ONLINE

- Online activity
- Online electrical goods sales
- Leading online players

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Abbreviations
- Data sources
- INSTITUT NATIONALE DE LA STATISTIQUE ET DES ÉTUDES ÉCONOMIQUES (INSEE) – Paris
- FEVAD – La Fédération du e-commerce et de la vente à distance – Paris
- EUROSTAT – Luxembourg

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