Electrical and Electronics Retailing in Germany - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:
Sales of electrical and electronics appliances accounted for 9.8% of total retail sales in 2014. Stable economic conditions and increasing consumer confidence helped the growth of sales in electrical and electronics market in the country. Increasing adoption of smartphones and other mobile devices is expected to drive growth in this product category. The online channel is witnessing robust adoption among customers and they are increasingly purchasing electronic goods online.

Key Findings
- Electrical and electronics sector is expected to grow at a CAGR of 4.8% during 2014-2019
- Communications equipment contributed 21.8% towards the electrical and electronics category group in 2014 increasing its share from 11.4% in 2009
- Online channel continues to be the most preferred channel for consumers and sales through the channel are expected to grow at a CAGR of 14.2% over the next five years.
- Increasing numbers of interactive retailers are offering apps and mobile-optimized websites that provide better quality and customized shopping for customers.

Synopsis
"Electrical and Electronics Retailing in Germany - Market Summary and Forecasts" is a detailed sector report providing a comprehensive analysis of the emerging trends, forecasts and opportunities to 2019.

What else does this report offer?
- A thorough analysis of consumer trends changing economic and population factors
- Both qualitative and quantitative insights and analysis of the shifting electrical and electronics retail dynamics for communication equipment, computer hardware and software, consumer electronics, household appliances, photographic equipment, from 2009 to 2019
- The report further covers the sales of electrical and electronics products through the following channels from 2009 to 2019: Electrical and electronics specialists; online; hypermarkets, supermarkets and hard-discounters; music, video, book, stationery and entertainment software specialists; value, variety stores and general merchandise retailers; department stores; other general and non-specialist direct retailers; cash and carries and warehouse clubs; other specialist retailers and convenience Stores (including Independents) and gas stations
- An overview of key electrical and electronics retailers operating across the product segment and their presence across channels

Reasons To Buy
- Gain a comprehensive knowledge on electrical and electronics sector in the German retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behaviour trends in electrical and electronics category to identify the best opportunities to exploit
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing the consumer behavior
- Understand the fastest growing categories including communications equipment, computer hardware and
software, consumer electronics, household appliances and photographic equipment in the market, with insights on performance across key channels from 2009, with forecasts until 2019.

- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the electrical and electronics market.

- Analysis of key international and domestic players operating in the electrical and electronics market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share.

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