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:

Summary
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.

Contents:

1 Introduction
1.1 What is this Report About?

2 Executive Summary and Outlook

3 Market Context
3.1 Strong European economy offers growth opportunities for retailers
3.1.1 Steady global economic growth set to drive the export oriented German economy
3.1.2 Declining household savings rate set to fuel consumption
3.1.3 Services sector remains the dominant sector for employment
3.1.4 Falling unemployment rates increase consumer confidence
3.1.5 Deflation might create concern for the German economy
3.1.6 Increasing household consumption opens growth avenues for retailers
3.2 A negative population growth rate will affect long term prospects for retail

4 German Shoppers
4.1 Growing aging population and single households in Germany open new opportunities for retailers
4.2 Online Shopping clubs generate mass awareness among German consumers
4.3 Consumers prefer online shopping to visiting stores during holiday seasons
4.4 Rise in smartphone users to boost m-commerce in Germany
4.5 German consumers research multiple channels before making a purchase
4.6 Organic food and grocery retailing is expanding its niche
4.7 Increasing inbound tourists are offering growth opportunities in luxury retail

5 Doing Business in Germany
5.1 Summary
5.1.1 Bureaucracy
5.1.2 Business culture
5.1.3 Infrastructure and logistics
5.2 EU consumer rights directive came into force in 2014
5.3 German parliament (Bundestag) introduces minimum wages law
5.4 The protective nature of labor and retail laws can be an impediment for retailers’ growth
5.5 Multiple location options available for retailers to spread their network profitably in the country

6 Retail - Product Sectors
6.1 Product Sector Analysis
6.1.1 Electrical and Electronics
6.2 Electrical and Electronics Category Overview
6.2.1 Electrical and Electronics by Channel
6.2.2 Electrical and Electronics by Category
6.3 Electrical and Electronics Category Analysis
6.3.1 Communications Equipment
6.3.2 Computer Hardware and Software
6.3.3 Consumer Electronics
6.3.4 Household Appliances
6.3.5 Photographic Equipment
6.4 Major Retailers
6.4.1 Electrical and Electronics

7 Appendix
7.1 Definitions
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About
7.4 Disclaimer

List of Figures

Figure 1: GDP Values (US$ billion, %), 2008-2014
Figure 2: Growth Rate of GDP (US$ Billion, %), 2008-2014
Figure 3: Forecasts for GDP Value and Growth (EUR billion, %), 2014-2019
Figure 4: Household Savings Rate as percentage of disposable income (%), 2004-2014
Figure 5: Share of Employment by Sector (%), 2004 and 2014E
Figure 6: Unemployment Rate (%), 2005-2014
Figure 7: Inflation Growth Rates (%), 2004-2014
Figure 8: Household Consumption Expenditure of Germany (US$ Billion), 2004 and 2014
Figure 9: Household Consumption Expenditure of Major Countries (US$ Billion), 2014
Figure 10: Growth of Household Consumption Expenditure (%), 2004-2014
Figure 11: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 12: Population Split by Gender (%), 2014 and 2019
Figure 13: Population Split by Age Group (%), 2014 and 2019
Figure 14: Per Capita Spend on Retail (EUR), 2006 and 2014
Figure 15: Per Capita Spend (EUR) on Retail by Age Group (%), 2006 and 2014
Figure 16: Rural and Urban Populations (% of total population) 2004, 2014 and 2019E
Figure 17: Aging consumers and single households are set to grow further
Figure 18: The unique concept of online shopping clubs make them popular among German consumers
Figure 19: Online sales observed huge growth during holiday seasons
Figure 20: Rise in Smartphone Users in Germany
Figure 21: EmmasEnkel lets consumers use iPads in its Cafes to shop
Figure 22: Number of international arrivals to Germany (millions), 2009-2019
Figure 23: Major Cities with High Spend on Retail
Figure 24: Retail laws on store opening hours in different states of the country
Figure 25: Retail hot spots across Germany favor international investment
Figure 26: Share of Electrical and Electronics in overall Retail 2014 and 2019
Figure 27: Retail Sales Value and Growth (EUR billion, %) of Electrical and Electronics 2014-2019
Figure 28: Spend-per-Head on Electrical and Electronics 2014 and 2019
Figure 29: Online Spend in Electrical and Electronics 2014-2019
Figure 30: Online Share of total Electrical and Electronics Spend 2014 and 2019
Figure 31: Spending per Channel in Electrical and Electronics (%) 2014 and 2019
Figure 32: Germany Electrical and Electronics Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 33: Germany Electrical and Electronics Retail Market Dynamics, by Channel Group, 2009-2019
Figure 34: Germany Electrical and Electronics Retail Sales and Forecast (EUR mn), by Category 2009-2019
Figure 35: Germany Electrical and Electronics Retail Market Dynamics, by Category 2009-2019
Figure 36: Germany Communications Equipment Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 37: Germany Computer Hardware and Software Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 38: Germany Consumer Electronics Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 39: Germany Household Appliances Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 40: Germany Photographic Equipment Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 41: The Triangulated Market Sizing Methodology

List of Tables

Table 1: Major Organic food retailers in Germany
Table 2: Germany Electrical and Electronics Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 3: Germany Electrical and Electronics Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 4: Germany Electrical and Electronics Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 5: Germany Electrical and Electronics Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 6: Germany Electrical and Electronics Retail Segmentation (% value), by Channel Group, 2009-2019
Table 7: Germany Electrical and Electronics Retail Sales (EUR mn), by Category 2009-2014
Table 8: Germany Electrical and Electronics Retail Sales Forecast (EUR mn), by Category 2014-2019
Table 9: Germany Electrical and Electronics Retail Sales (US$ mn), by Category 2009-2014
Table 10: Germany Electrical and Electronics Retail Sales Forecast (US$ mn), by Category 2014-2019
Table 11: Germany Electrical and Electronics Retail Segmentation (% value), by Category, 2009-2019
Table 12: Germany Communications Equipment Retail Sales (EUR mn), by Channel Group 2009-2014
Table 13: Germany Communications Equipment Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 14: Germany Communications Equipment Retail Sales (US$ mn), by Channel Group 2009-2014
Table 15: Germany Communications Equipment Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 16: Germany Communications Equipment Retail Segmentation, by Channel Group, 2009-2019
Table 17: Germany Computer Hardware and Software Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 18: Germany Computer Hardware and Software Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 19: Germany Computer Hardware and Software Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 20: Germany Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 21: Germany Computer Hardware and Software Retail Segmentation, by Channel Group, 2009-2019
Table 22: Germany Household Appliances Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 23: Germany Household Appliances Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 24: Germany Household Appliances Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 25: Germany Household Appliances Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 26: Germany Household Appliances Retail Segmentation, by Channel Group, 2009-2019
Table 27: Germany Photographic Equipment Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 28: Germany Photographic Equipment Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 29: Germany Photographic Equipment Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 30: Germany Photographic Equipment Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 31: Germany Photographic Equipment Retail Segmentation, by Channel Group, 2009-2019
Table 32: Germany Exchange Rate EUR-US$ (Annual Average), 2009-2014
Table 33: Germany Exchange Rate EUR-US$ (Annual Average), 2015-2019
Table 34: Retail Channel Definitions
Table 35: Retail Category Definitions

Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: 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
Web Address: http://www.researchandmarkets.com/reports/3374941/
Office Code: SCBRAJB1

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>USD 1250</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License:</td>
<td>USD 2500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>USD 3750</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ___________________________________________ Last Name: ___________________________________________
Email Address: * ___________________________________________
Job Title: ___________________________________________
Organisation: ___________________________________________
Address: ___________________________________________
City: ___________________________________________
Postal / Zip Code: ___________________________________________
Country: ___________________________________________
Phone Number: ___________________________________________
Fax Number: ___________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB985308313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ____________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World