Electrical and Electronics Retailing in Americas, 2014-2019; Market Dynamics, Retail Trends, and Competitive Landscape

Description:

Summary
The US leads the Electrical and Electronics retail market in the Americas, with total sales of US$278.8 billion. The country witnessed slow growth over the past five years, impacted by the economic crisis and subsequent consumer frugality. The US Electrical and Electronics market is forecast to expand by 3.8% during 2014-2019, influenced by returning economic growth and strong sales growth over the online channel. Latin American countries such as Peru, Chile, and Brazil are growing at a higher rate due to stable economic and political conditions, increased disposable income, and high growth in domestic demand, driven by the growing affluent and middle class population. A wider choice of products, lower prices, comfortable delivery options, and favorable return policies are helping the growth of online channels in the region, which is causing specialist retailers to continue losing their share to the online channel in the Electrical and Electronics market.

Key Findings
- Improving economic conditions, retailers adopting omni-channel strategies, and the launch of innovative products such as wearable devices will help the Americas to achieve 4.3% growth during 2014-2019
- Showrooming, a concept wherein consumers visit the traditional bricks-and-mortar retail store to view the product physically, and then purchase it online, has become popular in the US
- Online will continue to be the fastest-growing channel at a CAGR of 10.6%, while Electrical and Electronics specialist retailers struggle to remain profitable. Specialist retailers will dominate electrical and electronics sales in the Americas, but will record minor growth of 0.9% on the back of omni-channel and other strategies
- The US is the largest contributor to global Electrical and Electronics sales in the Americas and is expected to expand at a CAGR of 3.8%, followed by Brazil which is growing at a faster growth rate of 7.2% CAGR

Synopsis
The “Electrical and Electronics Retailing in Americas, 2014-2019” report provides analysis of current and forecast market data for retail sales in different channels in the Electrical and Electronics category across the Americas.

What else does this report offer?
- Market insights based on consumer trends and changing economic and demographic factors on a regional and country basis
- Category group and product category retail sales, and the fastest-growing markets for each region
- Retail sales of product categories covered: communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment
- Retail sales, market share, and growth rate of channels included: Electrical and Electronics specialists, cash and carries and warehouse clubs, value, variety stores and general merchandise retailers, other general and non-specialist direct retailers, online, duty free retailers, drug stores and health and beauty stores, department stores, and other specialist retailers

Reasons To Buy
- Get accurate and reliable retail sales data of the nine largest Electrical and Electronics markets in Americas: Argentina, Brazil, Canada, Chile, Colombia, Mexico, Peru, the US, and Venezuela for 2014 and forecast for 2019 to identify the largest and fastest-growing market and to discover profitable markets for expansion/entry
- Explore an in-depth analysis of retail sales data by channels to spot leading channels in Electrical and
Electronics' retail space and develop strategies for specific channels

- Gain access to retail sales data at sub-category level across the region to target key markets for each sub-categories and to analyze their current and future growth prospects

- Learn from consumer insights and retail trends and define your strategies based on the need of consumers and retail landscape in the country

- Make country level comparisons to effectively target new revenue streams and align your marketing strategies with the crucial trends influencing consumer behavior

- Track competitive landscape based on the information about store count and latest developments for key Electrical and Electronics retailers in the region

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Highlighting the key findings in the report and the region
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