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

Description:

Summary
Smartphones, tablets, and high-value household appliances will fuel growth in the Electrical and Electronics market. Consumer willingness to pay a higher price for innovative and energy-efficient gadgets will contribute to increased retail sales in Europe. Multi-channel shopping is gaining popularity, which is increasing online sales of Electrical and Electronics. Germany will continue to be the largest market in the region. It is one of the few markets in Europe to register sales growth when the economy was crippled by recession and the Eurozone crisis. Central Eastern European markets, such as Romania, are expected to grow the fastest, while, Electrical and Electronics market in Russia and Ukraine will slow down following the impact of the Crimea geo-political crisis.

Key Findings
- The European Electrical and Electronics market will reach US$380 billion by 2019, driven by huge demand for smart phones, tablets, and other data enabled devices, and economic recovery in the UK market
- Online will continue to increase its market share and will contribute 29.4% of European sales by 2019, while omni-channel retailing is gaining grounds in the region, where people are utilizing both online and offline channels to research, try, and compare products before making an informed purchase decision
- Germany is the largest contributor to Europe's Electrical and Electronics sales and is expected to expand at a CAGR of 5.8% over 2014-2019
- Another key trend observed in the region was consolidation among major retailers who were planning to expand their market share and remain profitable

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

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 24 largest Electrical and Electronics markets in Europe 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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Global Summary
Global Electrical and Electronics market to surpass US$1.5 trillion by 2019
The US will remain as the world's largest electrical and electronics market
Brick-and-Mortar stores hold the major share, but are feeling the pinch from the rising popularity of online channels
Retailers are adopting various strategies to benefit from online and Omni-channel presence
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Germany will continue to dominate the European market
Bulgaria has the highest share of total retail sales
Communications equipment has the highest share of sales in the European electrical and electronics market
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