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

Description:
Summary
Over the past decade, significant demand for portable data-enabled devices has emerged across the globe. A revolution in this regard was the launch of affordable smartphones and other handheld devices during the past few years. Following recession, consumers in developed markets have become price-conscious and favor the online channel for better price deals and savings. The channel has significantly increased its penetration in the category and has become the second largest channel behind specialist retailers. In order to remain competitive, specialist retailers are integrating their offline and online platforms to provide an omni-channel shopping experience. Emerging markets, such as India and China, are key growth drivers, producing high demand driven by rising spending power across the thriving middle-class population.

Key Findings
- Demand for data-enabled portable devices is driving global Electrical and Electronics retail sales. The global Electrical and Electronics market is forecast to reach US$1.5 trillion by 2019, growing at a CAGR of 5.3%
- Online will continue to be the fastest-growing channel at a CAGR of 14.2%, while Electrical and Electronics specialist retailers struggle to remain profitable. Specialist retailers will dominate global Electrical and Electronics sales but will record meager growth of 1.2% on the back of omni-channel and other strategies
- Asia-Pacific has replaced Americas as the largest contributor to global Electrical and Electronics sales and is expected to expand at a CAGR of 7.8%
- The US will continue to be the largest market, followed by China. India will move up to third position on the list of top 10 largest Electrical and Electronics markets

Synopsis
The “Global Electrical and Electronics, 2014-2019” report provides comprehensive analysis of global Electrical and Electronics retail sales across different channels. The report covers current and forecast retail sales data for the category in 50 countries. It also details consumer trends, competitive landscape, and the latest innovations that occurred in the review period.

What else does this report offer?
- Market insights based on consumer trends and changing economic and demographic factors on a global, regional, and country basis
- Retail sales and the fastest-growing markets for the Electrical and Electronics category and further sub-categories, which includes communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment
- Qualitative and quantitative insights of changing Electrical and Electronics retail dynamics across various channels
- Retail sales, market share, and growth rate of channels, including electrical and electronics specialists, online, hypermarkets, supermarkets and hard-discounters, department stores, value, variety stores and general merchandise retailers, music, video, books, stationery and entertainment software specialists, cash and carries and warehouse clubs, and duty free retailers

Reasons To Buy
- Get accurate and reliable retail sales data of 50 countries 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 regional/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 different region

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Top five biggest and fastest growing channels 2014 and 2019
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- Americas
- Asia Pacific
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