Description:

Summary
Due to long recession and sluggish economic growth, price has become one of the key drivers for purchases. Italians are postponing their big-ticket electronic purchases, and the retail market for electrical and electronics is falling both in value and as a percentage of total retail sales. However, sales of smartphones, tablets, and e-readers have remained high, influenced by consumer preference for the latest trendy gadgets. The online channel commanded a share of 10.3% of total category sales in 2014, and customers looking for better deals and convenience will continue to drive the growth of the online channel.

Key Findings
- Electrical and electronics sector is forecast to register a negative growth over the next five years.
- Customers are looking for products that offer high connectivity and that are integrated with other devices they are using, which makes wearable electronics popular in Italy.
- Specialist retailers were the largest channel with 79.2% of consumer electronics sales in 2014.
- The online channel commanded a share of 10.3% of total category sales in 2014 and will increase its market share to 25.2% by 2019.

Synopsis
"Electrical and Electronics Retailing in Italy - 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 Italian 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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