Electrical and Electronics Retailing in the UK - Market Summary and Forecasts; Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:
Summary
The electronics and electrical market was hugely impacted by the poor economic environment. However, an early change of consumer recovery was seen in financial year 2014. Consumer demand for small domestic appliances, smart TV's, and the ongoing increase in smartphone ownership drives the electrical and electronics market in the UK. Online remains as the most preferred channel among the consumers to shop for electrical and electronics products over the forecast period.

Key Findings
- Sales of electrical and electronics appliances accounted for 7.2% of total retail sales in 2014.
- The sector will witness a sluggish growth over the forecast period, as consumers continue to postpone their big ticket purchases.
- Online will be the most preferred channel which is also expected to be the fastest, as well the largest channel group surpassing the other channels in the forecast period.
- The practice of providing huge discounts on Black Friday, especially on electronic products by the retailers in the US, has become more prevalent in the UK as well.

Synopsis
"Electrical and Electronics Retailing in the UK - 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 UK's 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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