Electrical and Electronics Retailing in Spain - Market Summary and Forecasts

Comprehensive overview of the market, consumer, and competitive context, with retail sales value and forecasts to 2019

Description:

Summary
Spain’s retail market for electrical and electronics holds a market share of 6.3% in 2014. Falling prices of electronic goods, and the demand for electronic products featuring the latest technologies and superior qualities will create more scope for the sector to grow in future. Increasing adoption of smartphones, tablets and LCD TVs is driving the growth of electrical and electronics market in the country. The online channel is witnessing adoption among customers and they are increasingly purchasing electronic goods online.

Key Findings
- Electrical and electronics sector is expected to grow at a CAGR of 3.04% during 2014-2019
- Communications equipment contributed significant share towards the electrical and electronics category group in 2014.
- Online channel is gaining rapid adoption among consumers and sales through the channel are expected to grow at a CAGR of 15.33% over the next five years.
- Electrical and electronics specialists will remain the major channel for sales having accounted for 56.4% of the sales in the category

Synopsis
“Electrical and Electronics Retailing in Spain - 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 Spain 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.

Contents:
1 Introduction
  1.1 What is this Report About?
2 Executive Summary and Outlook
3 Market Context
  3.1 An economy on growth path, with declining population poses new challenges to retailers
  3.1.1 Consumers continue to remain value conscious despite a growth in economy
  3.1.2 Savings decline will not translate into spend on retail
  3.1.3 Services sector continues to be the dominant sector for employment
  3.1.4 Negative inflation levels are threat to Spanish economy
  3.1.5 High levels of unemployment impacts the household consumption
  3.1.6 Increasing urbanization is an ideal scenario for retailers
  3.2 Spain's population growth is shrinking due to volatile economy
  4 Spain Shoppers
  4.1 Consumers look for discounts and low prices as unemployment rises and disposable income falls
  4.2 Online shopping entices value conscious Spaniards
  4.3 Increasing number of foreign tourist to aid retail growth
  5 Shopping through mobile devices gain popularity in Spain
5 Doing Business in Spain
  5.1 Summary
  5.1.1 Bureaucracy
  5.1.2 Business culture
  5.1.3 Infrastructure and logistics
  5.2 Business reforms in Spain
  5.3 Taxation in Spain
6 Retail - Product Sectors
  6.1 Product Sector Analysis
  6.1.1 Electrical and Electronics
  6.2 Electrical and Electronics Category Overview
  6.2.1 Electrical and Electronics by Channel
  6.2.2 Electrical and Electronics by Category
  6.3 Electrical and Electronics Category Analysis
  6.3.1 Communications Equipment
  6.3.2 Computer Hardware and Software
  6.3.3 Consumer Electronics
  6.3.4 Household Appliances
  6.3.5 Photographic Equipment
  6.4 Major Retailers
  6.4.1 Electrical and Electronics
7 Appendix
  7.1 Definitions
  7.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2019
  7.2 Summary Methodology
  7.2.1 Overview
  7.2.2 The triangulated market sizing method
  7.2.3 Industry surveys in the creation of retail market data
  7.2.4 Quality control and standardized processes
  7.3 About
  7.4 Disclaimer

List of Tables
Table 1: Spain Electrical and Electronics Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 2: Spain Electrical and Electronics Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 3: Spain Electrical and Electronics Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 4: Spain Electrical and Electronics Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 5: Spain Electrical and Electronics Retail Segmentation (% value), by Channel Group, 2009-2019
Table 6: Spain Electrical and Electronics Retail Sales (EUR mn), by Category 2009-2014
Table 7: Spain Electrical and Electronics Retail Sales Forecast (EUR mn), by Category 2014-2019
Table 8: Spain Electrical and Electronics Retail Sales (US$ mn), by Category, by Channel Group, 2009-2014
Table 9: Spain Electrical and Electronics Retail Sales Forecast (US$ mn), by Category, by Channel Group, 2014-2019
Table 10: Spain Electrical and Electronics Retail Segmentation, by Channel Group, 2009-2019
Table 11: Spain Communications Equipment Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 12: Spain Communications Equipment Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 13: Spain Communications Equipment Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 14: Spain Communications Equipment Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 15: Spain Communications Equipment Retail Segmentation, by Channel Group, 2009-2019
Table 16: Spain Computer Hardware and Software Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 17: Spain Computer Hardware and Software Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 18: Spain Computer Hardware and Software Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 19: Spain Computer Hardware and Software Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 20: Spain Computer Hardware and Software Retail Segmentation, by Channel Group, 2009-2019
Table 21: Spain Consumer Electronics Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 22: Spain Consumer Electronics Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 23: Spain Consumer Electronics Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 24: Spain Consumer Electronics Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 25: Spain Consumer Electronics Retail Segmentation, by Channel Group, 2009-2019
Table 26: Spain Household Appliances Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 27: Spain Household Appliances Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 28: Spain Household Appliances Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 29: Spain Household Appliances Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 30: Spain Household Appliances Retail Segmentation, by Channel Group, 2009-2019
Table 31: Spain Photographic Equipment Retail Sales (EUR mn), by Channel Group, 2009-2014
Table 32: Spain Photographic Equipment Retail Sales Forecast (EUR mn), by Channel Group, 2014-2019
Table 33: Spain Photographic Equipment Retail Sales (US$ mn), by Channel Group, 2009-2014
Table 34: Spain Photographic Equipment Retail Sales Forecast (US$ mn), by Channel Group, 2014-2019
Table 35: Spain Photographic Equipment Retail Segmentation, by Channel Group, 2009-2019
Table 36: Key Electrical and Electronics Retailers in Spain
Table 37: Spain Exchange Rate EUR-USD (Annual Average), 2009-2014
Table 38: Spain Exchange Rate EUR-USD (Annual Average), 2015-2019 Forecasts
Table 39: Retail Channel Definitions
Table 40: Retail Category Definitions

List of Figures

Figure 1: GDP Value (US$ billion), 2009-2014
Figure 2: Growth Rate of GDP (US$ billion, %), 2009-2014
Figure 3: GDP Value and Growth (EUR billion, %), 2008-2014
Figure 4: Forecasts for GDP Value and Growth (EUR billion, %), 2014-2019
Figure 5: Household Savings Rate (% of disposable household income), 2004-2014
Figure 6: Share of Employment by Sector (%), 2004 and 2014
Figure 7: Unemployment Rate(%), 2005-2014
Figure 8: Inflation Growth Rates (%), 2004-2014
Figure 9: Household Consumption Expenditure of Spain (US$ billion), 2004 and 2014
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2014
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2004-2014
Figure 12: Rural and Urban Populations (millions) 2004, 2014 and 2019
Figure 13: Total Population and Growth Rate (Millions, %), 2004-2019
Figure 14: Population Split by Gender (%), 2014 and 2019E
Figure 15: Population Split by Age Group (%), 2014 and 2019
Figure 16: Per Capita Spend on Retail (EUR), 2006 and 2014
Figure 17: Per Capita Spend (EUR)and Total Retail Spend by Age Group (%), 2006 and 2019
Figure 18: Budget conscious consumers increasingly buy private label products
Figure 19: Online sales for clothing and footwear market propagates
Figure 20: Tourist arrivals to Spain, (in millions), Jan and Feb 2015
Figure 21: Rising m-commerce opportunity with increasing penetration of smart handheld devices
Figure 22: Key Components of Doing Business in Spain
Figure 23: Share of Electrical and Electronics in overall Retail 2014 and 2019
Figure 24: Retail Sales Value and Growth (EUR billion, %) of Electrical and Electronics 2014-2019
Figure 25: Spend per Head on Electrical and Electronics 2014 and 2019
Figure 26: Online Spend in Electrical and Electronics 2014-2019
Figure 27: Online Share of total Electrical and Electronics Spend 2014 and 2019
Figure 28: Spending per Channel in Electrical and Electronics (%) 2014 and 2019
Figure 29: Spain Electrical and Electronics Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 30: Spain Electrical and Electronics Retail Market Dynamics, by Channel Group, 2009-2019
Figure 31: Spain Electrical and Electronics Retail Sales and Forecast (EUR mn), by Category 2009-2019
Figure 32: Spain Electrical and Electronics Retail Market Dynamics, by Category 2009-2019
Figure 33: Spain Communications Equipment Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 34: Spain Computer Hardware and Software Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 35: Spain Consumer Electronics Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 36: Spain Household Appliances Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 37: Spain Photographic Equipment Retail Sales and Forecast (EUR mn), by Channel Group, 2009-2019
Figure 38: The Triangulated Market Sizing Methodology

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