

Electrical Goods Retailing - France - February 2016

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“The retailing of electricals in France is extremely challenging. The market is sluggish, with the main growth area, telecoms, subject to ongoing price deflation. Online retailers, notably Amazon, are increasing their market share and two major players, Darty and Fnac, are about to embark on a defensive merger.”
 – Natalie Macmillan, Senior European Analyst

This report looks at the following areas:

- What does the Fnac/Darty deal mean?
- How can store-based retailers respond to the rise of Amazon?

Electricals retailers have held up relatively well in France during the last few years of economic hardship, despite eight consecutive year of declining spending. However, conditions have been difficult, with steep downward pressure on prices, particularly in the main growth area, telecoms. The challenge from online has grown, and as Amazon has built its business in France, none of the domestic retailers has been unaffected

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

- What you need to know
- Areas covered in this report

Executive Summary

- The market
- Spending and inflation
 - Figure 1: France: Consumer spending on electrical items (annual % change in volumes, 2010 prices), 2010-14
- Channels of distribution
 - Figure 2: France: Estimated distribution of spending on electrical/electronic goods, 2015
- Sector size and forecast
- Leading players
- Key metrics
- Market shares
 - Figure 3: France: Leading specialist electrical retailers: Shares of spending on electricals items, 2015
- Online
- The consumer
- Where they shop
 - Figure 4: France: Where they bought electrical goods in the last 12 months, in-store versus online/catalogue, January 2016
- Levels of satisfaction
 - Figure 5: France: Levels of satisfaction with last electricals retailer purchased from, January 2016
- What we think

Issues and Insights

- What does the Fnac/Darty deal mean?
 - The facts
 - The implications
- How can store-based retailers respond to the rise of Amazon?
 - The facts
 - The implications

The Market – What You Need to Know

- Economy weak but spending picking up
- Electricals market impacted by falling prices
- Specialists dominate distribution, with the big players growing share
- Hypermarkets losing non-food sales but online expanding fast
- Specialist electricals retailers standing firm
- Countering competition from online

Spending and Inflation

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France's economy a weak spot in the eurozone

Consumption and purchasing power regaining momentum

Electricals market buoyed by telecommunications

Figure 6: France: Consumer spending on electrical items (incl. VAT), 2010-15

Figure 7: France: Consumer spending on electrical items (annual % change in volumes, 2010 prices), 2010-14

Inflation

Figure 8: France: Consumer Prices, Annual % change, 2011-15

Figure 9: France: Consumer price inflation on electrical items, annual % change, July 2014-December 2015

Unit volumes

Figure 10: France: Main Electricals markets, spending (inc VAT) 2011-19

Channels of Distribution

Specialists dominate

Grocers important, but in decline

Online taking market share

Department stores most significant in Paris

Figure 11: France: Estimated distribution of spending on electrical/electronic goods, 2015

Sector Size and Forecast

Specialists have proven resilient

Standing up to the threat from online players

Figure 12: France: Electricals retailers' sales, excl VAT, 2010-15

Subdued growth on the horizon

Figure 13: France: Electricals retailers' sales, Forecasts, excl VAT, 2016-20

Figure 14: France: Electricals retailers' sales as % of all spending on electricals, 2010-15

Leading Players – What You Need to Know

A mature market, with consolidation on the cards

Darty the market leader

Top groups growing combined share

French online market at a medium stage of development

Amazon leads, but Fnac, Darty and Boulanger all big online

Leading Players

The triumvirate of Darty/Boulanger/Fnac

The Darty/Fnac merger

Integrating online, with marketplaces a key driver

Expanding physical stores too

Furniture/electricals combo retailers also strong

Independents in decline

Figure 15: France: Leading specialist electrical retailers: sales, 2012-15

Figure 16: France: Leading specialist electrical retailers: Outlet numbers, 2012-15

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Sales per outlet

Figure 17: France: Leading specialist electrical retailers: sales per outlet, 2012-15

Market Shares

Fnac has larger sales but Darty is leader in electricals

Top groups growing combined share

Conforama and BUT also important

Figure 18: France: Leading specialist electrical retailers: shares of spending on electricals items, 2012-15

Online

France at a medium stage of development

Online activity

Figure 19: France: Online buyers of electrical items in last three months, 2011-15

Online sales

Leading online players

Figure 20: France: Top retail sites by number of unique visitors, October-November 2015

Figure 21: France: Estimated sales of electricals online by leading retailers, 2014

The Consumer – What You Need to Know

Men and younger age groups most likely to buy

Specialists most popular, but online catching up

Amazon and Darty lead the market

Consumers are satisfied with product-related issues

But less satisfied with services

Who is Buying?

More men than women

Figure 22: France: Purchasing of electrical goods in the last 12 months, by gender, January 2016

More younger people than older

Figure 23: France: Purchasing of electrical goods in the last 12 months, by age, January 2016

Where they Shop for Electrical Goods

Specialists popular but online now ahead of the grocers

Amazon and Darty now level-pegging overall

Figure 24: France: Where they bought electrical goods in-store or online in the last 12 months, January 2016

Amazon dominant online

Figure 25: France: Where they bought electrical goods in the last 12 months, in-store versus online/catalogue, January 2016

Average age and affluence

Figure 26: France: Where they bought electrical goods, by age and income, January 2016

Levels of Satisfaction

Satisfaction higher on product than service related aspects

Figure 27: France: Levels of satisfaction with last electricals retailer purchased from, January 2016

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Satisfaction with specific retailers

Darty

Figure 28: France: Those agreeing they were satisfied at Darty relative to electrical retailer average, January 2016

Fnac

Figure 29: France: Those agreeing they were satisfied at Fnac relative to electrical retailer average, January 2016

Amazon

Figure 30: France: Those agreeing they were satisfied at Amazon relative to electrical retailer average, January 2016

Amazon Europe

What we think

An evolving offer

Amazon Prime extends its breadth and reach

A sense of occasion

Product development continues

Delivery gets quicker, but pushes fulfilment costs higher

Click & Collect points limited to US universities

Looking ahead

Company background

Company performance

Growth slows in Europe

Figure 31: Amazon.com Inc: Group financial performance, 2010-15

Sales mix

Figure 32: Amazon: Composition of net sales, 2015

Retail offering

Apple Retail

What we think

It's all about the iPhone

The importance of innovation

Apple stores an important to success of the brand

Company background

Company performance

Worldwide

Figure 33: Apple Retail: sales and operating profit, 2011-15

Figure 34: Apple Retail: Outlet data, 2010/11-2016

Apple Retail UK

Figure 35: Apple Retail UK: Group financial performance, 2009/10-2014/15

Figure 36: Apple Retail UK: Outlet data, 2010/11-2016

Figure 37: Apple Retail: European stores, 2014-16

Retail offering

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Boulanger/HTM Group

What we think

Targeting high population urban locations

Latest stores adapted to the digital age

Adapted well to online

Company background

Company performance

Figure 38: HTM (Boulanger): Group sales performance, estimated, 2011-15

Figure 39: HTM (Boulanger): Outlet data, 2011-15

Retail offering

Darty Group

What we think

Fnac takeover deal

Digital strategy

First-to-market edge over rivals

Marketplace widens product offering and enhances price perception

Rolling out bespoke fitted kitchens offer into more stores

Capitalising on consumer demand for connected technology

Customer services offer

New store card with upgraded credit offering and loyalty benefits

Company background

Company performance

Figure 40: Darty Group: Group financial performance, 2010/11-2014/15

Figure 41: Darty Group: Outlet data, 2010/11-2014/15

Retail offering

Euronics International

What we think

Company background

Company performance

Figure 42: Euronics International: Group financial performance, 2010-14

Figure 43: Euronics International: Outlet data, 2010-14

Euronics membership

Figure 44: Euronics: Members, countries and trading names, 2016

Expert Europe

What we think

The up-sides

The downsides

Company background

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Online

Figure 45: Expert International, online shopping availability, 2016

Company performance

Figure 46: Expert Europe: Estimated sales at retail, excl. VAT, 2011-15

Figure 47: Expert Europe: Outlet data, 2011-15

Expert Germany

Expert Italy

Expert Spain

Expert France

Retail offering

Store formats

Fnac

What we think

Darty deal

Fnac Kids roll-out completed

Aiming for market leadership in the fast-growing connected devices sector

Expanding its digital cultural offering

Enhanced marketplace offering puts it in direct competition with Amazon

Company background

Company performance

2015

Figure 48: Fnac: Group financial performance, 2010-15

Figure 49: Fnac: Outlet data, 2010-15

Retail offering

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Data sources

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