

Electrical Goods Retailing - UK - February 2017

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“Retailers are going to have to decide how to tackle rising prices in 2017 due to the devaluation of Sterling. Whilst this is clearly a challenge the bigger issue will be if wider consumer demand slows due to economic uncertainty following the EU referendum. If consumers become more cautious then it will be the discretionary retail categories, which electricals fall into, that suffer the most.”

Nick Carroll, Senior Retail Analyst

This report looks at the following areas:

- Does Dixons Carphone’s vision of a service driven future stack up?
- Price increases: what’s the impact and does it matter?
- Is same-day delivery taking away one of a stores’ last remaining USPs?

Products covered in this Report

This Report uses market, consumer research and key retailer metrics to give an overview of the UK electrical goods market. The electrical goods market is a diverse one both in terms of the products sold and the retailers who sell them. We have split the product market into four key segments for each of which we provide a market size and forecast:

- **Household appliances** – Consisting of both major appliances, such as refrigerators and washing machines and small appliances, such as coffee-machines and kettles.
- **Audio-visual and photographic equipment** – Consisting of audio-visual products, such as TVs and stereo systems and photographic equipment, such as digital cameras and projectors.
- **Computing and telecoms** – Consisting of information processing equipment, such as personal computers and tablets, and telephone and telefax equipment, such as mobile and home phones.
- **Personal care appliances** – Consisting of electrical appliances of personal care, such as electric razors and hairdryers.

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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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