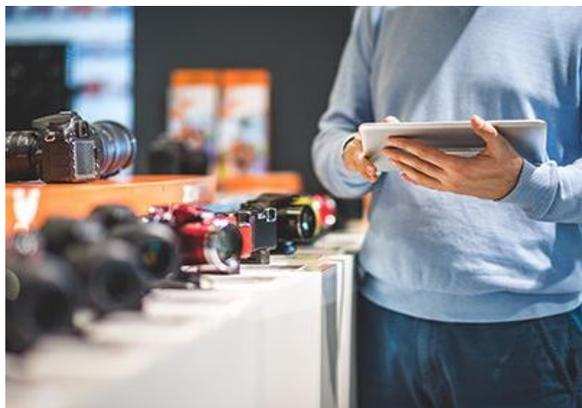


Electrical Goods Retailing - Europe - February 2018

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“This 2018 report paints a picture of online retailing growing strongly again. Amazon is by far the most used retailer in Europe. Yet we think that there will always be a demand for stores – for the display and for the helpful service.”

- **Richard Perks, Director of Retail Research**

This report looks at the following areas:

It's time for more of the store based retailers to fight back and ultimately the combination of stores and online in a multi-channel offering should prove the most effective.

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