

## Electrical Goods Retailing - UK - February 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Spending on electricals was strong in 2018. However increasingly demand is falling outside of the specialist sector with online-only retailers, notably Amazon, the main benefactors. The short-term future for demand in the sector is uncertain, and we expect growth to slow in the coming years putting further pressure on those who trade exclusively within electrical goods.”

**- Nick Carroll, Associate Director – Retail**

This report looks at the following areas:

- Does Alex Baldock’s future for Dixons stack up?
- Is there a ceiling for online penetration in the market?

Consumer spending on electrical goods has shown strong growth in 2016 (+20.4%) and 2017 (+11.1%), with this trend estimated to have continued in 2018 (+10.3%). Spending on household appliances has been the driver, but all segments of the market have shown growth over the period.

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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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Is there a ceiling for online penetration in the market?

The facts

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