

Appliances and Electronics Specialists in France

Market Direction | 2023-03-20 | 39 pages | Euromonitor

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Report description:

Sales of appliances and electronics recorded a strong value decline during the first half of 2022. This was mainly attributed to the fall of online sales (not included in this channel). Nonetheless, store-based sales were also impacted. The downwards trend was constant from the beginning of the year, and the enthusiasm of French consumers could not be rekindled. Bad news started during the winter promotional sales, and the spring was not really any better. However, many experts did not seem to b...

Euromonitor International's Appliances and Electronics Specialists in France report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Logical decline in 2022, due to inflation and a rebound from high sales pre-pandemic

Decline in 2022 contrasts with a robust performance in 2021 in general

Discount format Electro Depot sees the best progression in 2022

PROSPECTS AND OPPORTUNITIES

Little recovery expected in the share of store-based sales, despite smaller players avoiding marketplaces

Shortage of electronic components a bad sign for volume sales, but not for trading-up, mainly due to 5G

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SOURCES

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