

## Electrical Goods Retailing - UK - February 2018

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

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“Spending on electricals held up well in 2017 despite increased pressure on consumers’ finances. However, it was again the non-specialists that were the driver, particularly those with a strong presence online as spending increasingly moves to online channels.”

– Nick Carroll, Senior Retail Analyst

This report looks at the following areas:

Demand is equally being driven by high levels of promotional activity, which whilst successful in driving short-term sales has the potential in the long run to undermine the pricing integrity of those within the sector.

- **Discounting: friend or foe?**
- **How can retailers continue to grow if discretionary spending falls?**
- **How can specialists best utilise their expertise in a digital world?**

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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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Amazon's brand is strong

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BrightHouse sales fall

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