

# Dixons Carphone Plc

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## Abstracts

Dixons Carphone Plc is on its way to becoming a fully-fledged multi-channel retailer offering consumers both a digital store experience at home, and skilled staff in its 3-in-1 stores, combining Dixons, Carphone Warehouse and Curry's PC World in the UK. The company has also been doing well in other countries such as Norway, Sweden, Finland, Denmark and Greece. The company's services strategy sets the stage for further success amid the UK's high street crisis and economic uncertainties.

Euromonitor International's Dixons Carphone Plc company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

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

### Why buy this report?

Get a detailed picture of the Retailing 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

January 2019

Dixons CarphonePlc

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