

# Consumer Electronics Retail in France - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Consumer Electronics Retail in France industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The Consumer Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

Communications equipment includes retail sales only of answer machines, fax machines, fixed-line telephones, mobile phone accessories and mobile phones. Computer hardware and software includes retail sales only of desktops and laptop computers, software, memory sticks, CD packs, hard disks and other data storage devices, computer peripherals, PDAs, organizers, calculators, and satellite navigation systems. Consumer electronics includes retail sales of CD players, DVD players and recorders, hi-fi systems, home theatres, in-car entertainment systems, portable digital radios, radios, televisions and video recorders, home use and portable games consoles. Household appliances includes major domestic appliances (air conditioners, dishwashers, dryers, freezers, hobs and extractors, microwave ovens, refrigerators, stoves, vacuum

cleaners and washing machines) plus minor domestic appliances (blenders, coffee machines, deep fryers, food processors, grills, hair products, hair trimmers, curling tongs, razors, hand-held mixers, irons, juicers, kettles, stand mixers, toasters, sun lamps and fans). Photographic equipment includes camcorders, cameras, projectors, camera and camcorder accessories, binoculars and telescopes. All market data and forecasts are represented as a consumer expenditure in retailers which includes sales taxes (e.g. VAT) and figures presented are in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2020 annual average exchange rates.

The French consumer electronics market had total revenues of \$35.0bn in 2020, representing a compound annual growth rate (CAGR) of 0.4% between 2016 and 2020.

Electrical and electronics specialists account for the largest proportion of sales in the French consumer electronics market in 2020, sales through this channel generated \$11.7bn, equivalent to 33.3% of the market's overall value.

2020 has led to rising unemployment and decreasing consumer confidence due to the outbreak of Covid-19 which has plunged the market into decline.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in France

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in France

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the France consumer electronics retail market with five year forecasts

## REASONS TO BUY

What was the size of the France consumer electronics retail market by value in 2020?

What will be the size of the France consumer electronics retail market in 2025?

What factors are affecting the strength of competition in the France consumer electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up France's consumer electronics retail market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

### **2 MARKET OVERVIEW**

- 2.1. Market definition
- 2.2. Market analysis

### **3 MARKET DATA**

- 3.1. Market value

### **4 MARKET SEGMENTATION**

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

### **5 MARKET OUTLOOK**

- 5.1. Market value forecast

### **6 FIVE FORCES ANALYSIS**

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

## **7 COMPETITIVE LANDSCAPE**

- 7.1. Who are the leading players?
- 7.2. How are multichannel players dealing with competition from online pureplay?
- 7.3. How has the COVID-19 pandemic affected leading players?

## **8 COMPANY PROFILES**

- 8.1. Amazon.com, Inc.
- 8.2. Casino Guichard-Perrachon SA
- 8.3. Fnac Darty SA

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 APPENDIX**

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: France consumer electronics retail market value: \$ billion, 2016-20
- Table 2: France consumer electronics retail market category segmentation: \$ billion, 2020
- Table 3: France consumer electronics retail market geography segmentation: \$ billion, 2020
- Table 4: France consumer electronics retail market distribution: % share, by value, 2020
- Table 5: France consumer electronics retail market value forecast: \$ billion, 2020-25
- Table 6: Amazon.com, Inc.: key facts
- Table 7: Amazon.com, Inc.: Annual Financial Ratios
- Table 8: Amazon.com, Inc.: Key Employees
- Table 9: Amazon.com, Inc.: Key Employees Continued
- Table 10: Casino Guichard-Perrachon SA: key facts
- Table 11: Casino Guichard-Perrachon SA: Annual Financial Ratios
- Table 12: Casino Guichard-Perrachon SA: Key Employees
- Table 13: Fnac Darty SA: key facts
- Table 14: Fnac Darty SA: Annual Financial Ratios
- Table 15: Fnac Darty SA: Key Employees
- Table 16: France size of population (million), 2016-20
- Table 17: France gdp (constant 2005 prices, \$ billion), 2016-20
- Table 18: France gdp (current prices, \$ billion), 2016-20
- Table 19: France inflation, 2016-20
- Table 20: France consumer price index (absolute), 2016-20
- Table 21: France exchange rate, 2016-20

## List Of Figures

### LIST OF FIGURES

- Figure 1: France consumer electronics retail market value: \$ billion, 2016-20
- Figure 2: France consumer electronics retail market category segmentation: % share, by value, 2020
- Figure 3: France consumer electronics retail market geography segmentation: % share, by value, 2020
- Figure 4: France consumer electronics retail market distribution: % share, by value, 2020
- Figure 5: France consumer electronics retail market value forecast: \$ billion, 2020-25
- Figure 6: Forces driving competition in the consumer electronics retail market in France, 2020
- Figure 7: Drivers of buyer power in the consumer electronics retail market in France, 2020
- Figure 8: Drivers of supplier power in the consumer electronics retail market in France, 2020
- Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in France, 2020
- Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in France, 2020
- Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in France, 2020

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