

# Electrical & Electronics Retail in Italy

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## Abstracts

Electrical & Electronics Retail in Italy

### SUMMARY

Electrical & Electronics Retail in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### SYNOPSIS

Essential resource for top-line data and analysis covering the Italy electrical & electronics retail market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

### KEY HIGHLIGHTS

The electrical and 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. The market is valued at retail selling price (RSP) with any currency conversions calculated using constant 2016 annual average exchange rates.

The Italian electrical and electronics retail market is forecast to generate total revenue of \$19.8bn in 2017, representing a compound annual rate of change (CARC) of -0.7% between 2013 and 2017.

The household appliances segment is expected to be the market's most lucrative in 2017, with total revenue of \$6.6bn, equivalent to 33.2% of the market's overall value.

Photographic equipment is becoming obsolete to the casual consumer, with smartphones and tablets providing similar functionality but with much greater utility, explaining the segment's collapse in recent years.

## **SCOPE**

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the electrical & electronics retail market in Italy

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

Add weight to presentations and pitches by understanding the future growth prospects of the Italy electrical & electronics retail market with five year

forecasts

## **REASONS TO BUY**

What was the size of the Italy electrical & electronics retail market by value in 2017?

What will be the size of the Italy electrical & electronics retail market in 2022?

What factors are affecting the strength of competition in the Italy electrical & electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up Italy's electrical & electronics retail market?

## Contents

Executive Summary  
Market value  
Market value forecast  
Category segmentation  
Geography segmentation  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market distribution  
Market Outlook  
Market value forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
Dixons Carphone plc  
Euronics International BV  
Fnac Darty SA  
Metro AG  
Macroeconomic Indicators  
Country data  
Methodology  
Industry associations  
Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Italy electrical & electronics retail market value: \$ million, 2013-17(e)

Table 2: Italy electrical & electronics retail market category segmentation: \$ million, 2017(e)

Table 3: Italy electrical & electronics retail market geography segmentation: \$ million, 2017(e)

Table 4: Italy electrical & electronics retail market distribution: % share, by value, 2017(e)

Table 5: Italy electrical & electronics retail market value forecast: \$ million, 2017-22

Table 6: Dixons Carphone plc: key facts

Table 7: Dixons Carphone plc: key financials (\$)

Table 8: Dixons Carphone plc: key financials (£)

Table 9: Dixons Carphone plc: key financial ratios

Table 10: Euronics International BV: key facts

Table 11: Fnac Darty SA: key facts

Table 12: Fnac Darty SA: key financials (\$)

Table 13: Fnac Darty SA: key financials (€)

Table 14: Fnac Darty SA: key financial ratios

Table 15: Metro AG: key facts

Table 16: Metro AG: key financials (\$)

Table 17: Metro AG: key financials (€)

Table 18: Metro AG: key financial ratios

Table 19: Italy size of population (million), 2013-17

Table 20: Italy gdp (constant 2005 prices, \$ billion), 2013-17

Table 21: Italy gdp (current prices, \$ billion), 2013-17

Table 22: Italy inflation, 2013-17

Table 23: Italy consumer price index (absolute), 2013-17

Table 24: Italy exchange rate, 2013-17

## List Of Figures

### LIST OF FIGURES

- Figure 1: Italy electrical & electronics retail market value: \$ million, 2013-17(e)
- Figure 2: Italy electrical & electronics retail market category segmentation: % share, by value, 2017(e)
- Figure 3: Italy electrical & electronics retail market geography segmentation: % share, by value, 2017(e)
- Figure 4: Italy electrical & electronics retail market distribution: % share, by value, 2017(e)
- Figure 5: Italy electrical & electronics retail market value forecast: \$ million, 2017-22
- Figure 6: Forces driving competition in the electrical & electronics retail market in Italy, 2017
- Figure 7: Drivers of buyer power in the electrical & electronics retail market in Italy, 2017
- Figure 8: Drivers of supplier power in the electrical & electronics retail market in Italy, 2017
- Figure 9: Factors influencing the likelihood of new entrants in the electrical & electronics retail market in Italy, 2017
- Figure 10: Factors influencing the threat of substitutes in the electrical & electronics retail market in Italy, 2017
- Figure 11: Drivers of degree of rivalry in the electrical & electronics retail market in Italy, 2017
- Figure 12: Dixons Carphone plc: revenues & profitability
- Figure 13: Dixons Carphone plc: assets & liabilities
- Figure 14: Fnac Darty SA: revenues & profitability
- Figure 15: Fnac Darty SA: assets & liabilities
- Figure 16: Metro AG: revenues & profitability
- Figure 17: Metro AG: assets & liabilities

### COMPANIES MENTIONED

Dixons Carphone plc  
Euronics International BV  
Fnac Darty SA  
Metro AG

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