

Electricals Retailing in Australia Market 2017–By Identifying the Key Market Segments Poised for Strong Growth in Future

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SUMMARY

WiseGuyReports published new report, titled "Electricals Retailing in Australia, Market Shares, Summary & Forecasts".

"Electricals Retailing in Australia, Market Shares, Summary & Forecasts to 2021" provides data for historic and forecast retail sales, and also includes information on the business environment and country risk related to Australian retail environment. In addition, it analyzes the key consumer trends influencing Australian electricals retail market.

The electricals market is being driven by a strong housing market and new technology leading to growth of 2.7% CAGR between 2016 and 2021, reaching a value of A\$28.79bn. Online has high penetration in this sector as it is price and brand driven and it is easy to compare prices and attributes online. By 2021 penetration in the sector will have grown from 19.1% to 27.5%. JB Hi-Fi is the market leader with an 11.8% share rising to 21.3% including sister brand JB Hi-Fi Home and the recent acquisition of number two in the market, Good Guys.

GET SAMPLE REPORT @ <https://www.wiseguyreports.com/sample-request/1510475-electricals-retailing-in-australia-market-shares-summary-forecasts-to-2021>

What else does this report offer?

- In-depth analysis of the latest trends in consumer shopping, covering the factors driving shopping, consumer insights, market dynamics
- The report also details major retailers in electricals category group with their product proposition analysis and market positioning in 2016 along with recent key developments
- Market insights based on consumer trends, changing economic and demographic factors,



technology innovations, and other macroeconomic factors

- Retail sales and the fastest-growing product categories in electricals sector
- Qualitative and quantitative insights of changing retail dynamics in electricals sector

Scope

- International retailers fuelling competition
- Retailers are using new formats and propositions to drive sales
- Positive outlook for retail

Key points to buy

- Gain a comprehensive knowledge on electricals sector in the Australian retail market and develop a competitive advantage from the start of your supply chain
- Investigate current and forecast behavior trends in electricals category to identify the best opportunities to exploit
- Analysis of key international and domestic players operating in the electricals market
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer and technology trends influencing the electricals market.

Table of Contents

Key Findings

The State of the Nation

The State of Retail

Electricals

Methodology

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