

HD Euromonitor Sector Capsule; Electronics and Appliance Specialist Retailers in Australia

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SN Euromonitor Sector Capsules

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Euromonitor International's Electronics and Appliance Specialist Retailers in Australia sector capsule offers a guide to the size and shape of the category at a national level. It provides the latest sales data (2009-2013), allowing you to identify the categories driving growth.

HEADLINES

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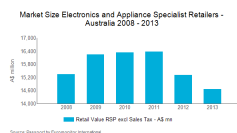
Electronics and appliance specialist retailers declines 4% in value sales, reaching A\$14.7 **billion**

Weak consumer confidence and lower discretionary spending hinder the channel's performance

Harvey Norman Holdings Ltd continues to **lead** the channel during 2013, with a 32% value share

Electronics and appliance specialist retailers is expected to decrease by a constant value CAGR of 2% over the forecast period, to reach A\$13.4 **billion**

MARKET SIZE ELECTRONICS AND APPLIANCE SPECIALIST RETAILERS - AUSTRALIA 2008 - 2013



Source: Euromonitor International

COMPANY SHARES (BY NATIONAL BRAND OWNER) ELECTRONICS AND APPLIANCE SPECIALIST RETAILERS - AUSTRALIA - RETAIL VALUE RSP EXCL SALES TAX - % 2013

Company Shares by National Brand Owner: Electronics and Appliance Specialist Retailers - Australia - Retail Value RSP excl Sales Tax - % 2013



Source: Euromonitor International

NATIONAL BRAND OWNERS AND THEIR BRANDS

Company Name (NBO) Brand (GBO)
Apple Inc Apple (Apple Inc)

Bing Lee Electrics Pty Ltd	Bing Lee (Bing Lee Electrics Pty Ltd)
BSR Australia Ltd	Betta Home & Living (Expert Global Inc), Chandlers (Expert Global Inc)
Dick Smith Electronics Pty Ltd	Dick Smith (Dick Smith Electronics Pty Ltd)
Good Guys Inc, The	Good Guys, The (Good Guys Inc, The)
Harvey Norman Holdings Ltd	Domayne (Harvey Norman Holdings Ltd), Harvey Norman (Harvey Norman Holdings Ltd), Joyce Mayne (Harvey Norman Holdings Ltd)
JB Hi-Fi Ltd	JB Hi-Fi (JB Hi-Fi Ltd)
Retravision Pty Ltd	Retravision (Euronics International Ltd)
Vita Group Ltd	Fone Zone (Vita Group Ltd)
Wesfarmers Ltd	Harris Technology (Wesfarmers Ltd)

DEFINITIONS AND METHODOLOGY

Electronics and Appliance Specialist Retailers

Retail outlets specialising in the **sale** of large or small domestic electrical appliances, consumer electronic equipment (including mobile phones), computers or a combination of these. For mobile phone retailers, this excludes revenues derived from telecoms service plans and top-up cards, etc. Example brands include Apple, Best Buy, Euronics, PC World, Darty, But, Media Markt, Yamada Denki, Gome (**China**).

Methodology

This report is derived from Euromonitor International's Passport information system. Industry research is carried out by a global team of more than 600 in-country analysts and is based on a core set of research techniques:

* National-level desk research, **company** research and analysis, store checking, trade interviewing with national players and market analysis

* International-level desk research, multinational **company** research and analysis, trade interviewing with international players and market analysis

CO	harnd : Harvey Norman Holdings Ltd
IN	iretail : Retail i64 : Retail/Wholesale i648 : Household Goods/Hardware Stores i654 : Specialty Stores
NS	cmarkr : Market Research/Consumer Trends ciprof : Industry Profile c31 : Marketing ccat : Corporate/Industrial News ncat : Content Types nfact : Factiva Filters nfcpin : FC&E Industry News Filter
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