



EEO Coverage:

- Profiling retailers at both corporate and country level
- 1000+ banner operations
- Macroeconomic data on 211 countries
- Five-year forecasts



Planet Retail are the market leaders in providing accurate, measurable and value added business intelligence in a fast paced business.

– Craig White, Director, Business Analysis, Sony



Retailers included in EEO Universe:

- Entertainment software
- Video & audio products
- Household appliances
- Consumer electronics
- Home office items
- Computers
- Telephones & accessories

Electronics, Entertainment & Office Supply

A new universe

Planet Retail is the first intelligence provider to monitor *entertainment, electronics and office retailing (EEO)* on a global scale, applying our market-leading research methodology to these fast-growing sectors.

By profiling the world's top EEO specialist retailers alongside our unsurpassed coverage of modern grocers, Planet Retail leads the way with a new universe; one that reflects the blurring of traditional retail channels.

A market-leading approach

Driven by tighter margins and limited space, grocers are increasingly focusing on sales from non-food products like CDs, DVDs, books, consumer electronics, household appliance, PCs and communication technology. This means increased competition for EEO specialists.

Recognising this trend, our coverage of the EEO sector includes all modern EEO retail channels, from specialists to grocers and general merchandisers. This way, you can quickly identify and monitor all key EEO operations, including more accurate sales and market shares.

In addition, our specialist analysts provide insight into key subject areas such as financial performance, supply chain, hard discounting and private label. All of this intelligence is constantly updated and delivered to you via our easy-to-use online service.

The EEO intelligence service includes:

Retailer Intelligence

For each retailer group, comprehensive profiles and rich graphics provide key corporate and country-level information at a glance. Easy navigation enables you to quickly identify and drill-down to further detail as well as other research and media products, including:

- Executive summary
- Strategy and financial performance
- Organisational chart
- SWOT analysis
- Profiles of all international operations

Market Intelligence

Combining deep market analysis and relevant macroeconomic data for 211 countries, 12 regions and the world, these interactive market profiles are broken down into economy & demography, retail sales, retail structure, retail environment, internationalisation, supply chain characteristics and regulatory framework. Interactive tables and downloadable charts also provide grocery retail and total food spending.

Custom Analysis

Based on self-selected criteria, this powerful tool enables you to rank, compare, list and benchmark different retailer strategies, operations and financial data nationally, regionally or globally, including rolling 5-year sales, market share and store number forecasts. You can also use this tool to compare important macroeconomic statistics in the markets of your choice.

Media Gallery

Comprising a comprehensive, searchable library of thousands of up-to-date photos along with virtual store visits, the media gallery is a valuable source of information on actual store layouts, products, promotions and best practices.

News Services

Delivered via email or RSS and customisable, Planet Retail's news services provide ongoing, live coverage of events shaping the global retailing and foodservice sectors, such as mergers and acquisitions, financial results, outlet openings, business development strategy and country retail developments.

Contact us

Planet Retail offers flexible subscription terms and can tailor access to your specific needs. For more information:

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Planet Retail's Top 30 EEO Profiles

1. Best Buy
2. Metro Group
3. Expert
4. DSG International
5. Yamada Denki
6. Staples
7. Office Depot
8. Euronics
9. Amazon
10. GOME
11. Suning
12. Circuit City
13. Kesa Electricals
14. EDA
15. GameStop
16. Edion
17. Electronic Partner
18. OfficeMax
19. K's Holdings
20. Fnac
21. Yodobashi Camera
22. Carphone Warehouse
23. Blockbuster
24. Euroset
25. Eldorado
26. Harvey Norman
27. Barnes & Noble
28. Bic Camera
29. Toys 'R' Us
30. Casas Bahia

and many more...