

How Britain Shops 2009 - Music & Video

Loyalty has increased by 3.0 percentage points to 85.1%. Range remains the main driver of loyalty in the sector, although price – up 2.2 percentage points to 46.6%, is increasing in importance. Despite a 1.2 percentage points decline, convenience remains the third most important driver of loyalty. With a developed online market and shoppers becoming more accustomed to downloading, convenience is now taken for granted when it comes to music purchases.

Some key questions answered by this report:

- Why has Tesco experienced a decline in both visitor and main user share?
- Which retailers have benefited most from physical capacity falling out of the market?
- How has the top six's share of the market been impacted by the onset of recession?

Companies profiled in this report:

- Amazon
- Asda
- HMV
- iTunes
- Play.com
- Tesco
- Woolworths
- Zavvi

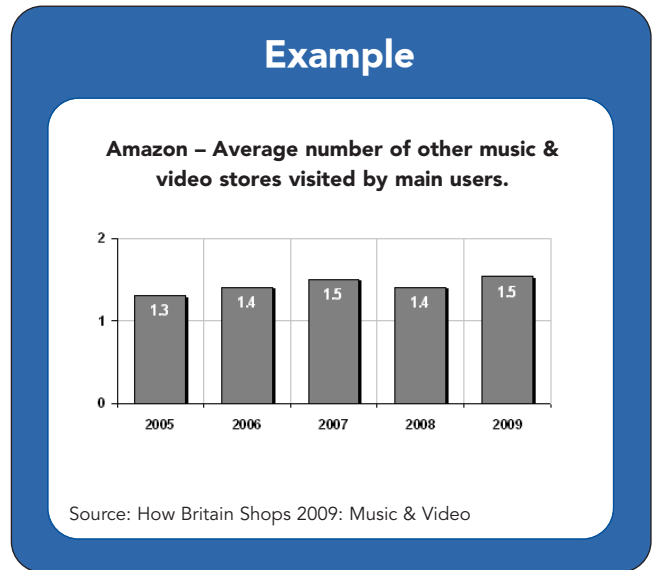


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