

Positive Holiday Season for Dixons

Written by Marco Attard
16 January 2014

Dixons issues the trading statement for the period starting 1 November 2013 to 4 January 2014-- and concludes the holiday season was fairly positive, with overall like-for-like growth reaching 3%.



Such results mark a second consecutive year of growth over the Christmas period according to the retailer says. UK & Ireland sees 5% like-for-like growth with a "particularly strong" post-Christmas sales period and internet-led sales growing by 23%.

N. European sales grow by 2%, with a "particularly successful" Christmas in Sweden and Finland even as Denmark and Norway remain "little less exuberant."

Meanwhile Greece continues feeling a tough consumer climate, with like-for-likes dropping by -8%. Total Greek sales grow by 3%.

"This has been a lively Christmas with plenty of ups and downs and I am pleased to report that we have turned in a good performance," Dixons CEO Sebastian James says. "We have consolidated last year's strong gains and I am confident that we have gained further market share."

The seasons also had Dixons completing the [Pixmania sale](#) , the "most significant" of the 3 disposals (the other two being ElectroWorld and

[Unieuro](#)

) supposedly streamlining the group. As for the future, the retailer warns recovery is still fairly fledgling, and performance will remain modest throughout 2014.

Positive Holiday Season for Dixons

Written by Marco Attard
16 January 2014

Go [Dixons Christmas Trading Statement](#)