

Dixons Sees 2011 Declines

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Dixons sales for the 12 weeks ending 23 July 2011 decline by -1% Y-o-Y, while sales are down by -7%, following its Q1 trading statement.



The retailer says such performance "was in line" with expectations, particularly in comparison to the strong 2010 sales from the World Cup and the iPad launch.

Dixons' UK operations are performing "in line of expectations" (with total growth declining by -9%) as the KNOWHOW customer care service is now operating in the UK and Ireland.

It does see growth in the Nordics (with 5% growth), while International growth remains flat.

Online makes 14% of total group sales, and Dixons says multichannel sales growth is continuing.

Dixons now also has 71 Megastores open-- 32 of which in the UK.

Go [Dixons Q1 Trading Statement](#)