

## Tesco, Dixons: World Cup Boosts TV Demand

Written by Marco Attard  
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The World Cup is still to actually kick off, yet Tesco says it has already had a positive event on our sector-- the retailer reports widescreen TV sales have almost doubled in the the buildup to the event.



Meanwhile soundbar sales are expected to soar by as much as 500% Y-o-Y.

As a result Tesco launched "Operation Brazil," a project involving thousands of staff and suppliers to ensure the retailer's shelves are continually stocked with the obligatory salty snacks, fizzy pop and booze, as well as the appropriate AV equipment.

"The World Cup is the biggest sporting event on the planet and will create a month long carnival-like atmosphere for millions of football fans at home," the retailer says. "Demand for widescreen TVs is [...] rocketing as many people use the event as an opportunity to get themselves a new set."

Dixons expresses similar positive sentiments regarding the World Cup, with reports of 50-inch+ TV sales doubling in comparison to the same period last year.

According to Dixons 15% of surveyed customers are preparing to make a new CE purchases specifically to watch the football, with 52% of survey respondents admitting a need to replace an old TV.

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"With the football approaching, more and more people are keen to watch the tournament on the best products around," Dixons says. "[W]e're already seeing increased demand for our range of 4K/UHD TVs-- sales this month are up nearly 200% versus the same point last month."

Go ["Operation Brazil" Launched by Tesco as World Cup Related Sales Start to Take Off](#)

Go [Brits Back Brazil as they Prepare for the Summer of Sport](#)