

Retail Industry in MEA - IT Market Assessment

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Organized retail is developed in only a few countries in Africa. In the Middle East, organized retail is concentrated around a few cities. This provides scope for retailers to enter new areas, particularly as many nations of Africa are experiencing growth of middle class. As retail companies enter new geographies and set up outlets, they need to develop an IT infrastructure for supporting their business. As a consequence, IT infrastructure and networking companies is expected to gain business.

The report forecasts the IT spending of the Retail Industry in MEA over the period 2007-2013. It is meant for IT vendors and intends to help them identify selling opportunities in the Retail Industry in MEA. The report identifies key business issues being faced by the Retail Industry in MEA.

Further, the identified sales drivers can be used to penetrate these accounts or increase current share of the customer's wallet. Also, the report lists leading IT buyers and provides their brief company profile, along with their IT spending.

TechNavio Insights is a set of reports based on TechNavio – a market intelligence platform for the IT industry. It builds on the intelligence available within TechNavio, and leverages on the custom research experience of the 'Technology Navigators'. TechNavio is built on years of experience of Infiniti Research in deep dive custom research and consulting for over 30 Fortune 500 companies and numerous large and mid-sized companies.

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