

Retail Industry in North America - IT Market Assessment

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After a steady growth for the last two decades, the retail sector in North America experienced a negative growth in 2007, which can be attributed to the subprime crisis and the gradual slowdown in the US economy.

Further, a large number of Americans prefer to purchase online and this trend is observed in the retail industry as well. The growth in e-commerce is due to change in the buying habits of customers. With decrease in cost of computers and increase in its usage, it is expected to increase substantially in future.

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

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.

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