

Czech Republic Retail Report Q2 2016

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Abstracts

BMI View: Retailing in the Czech Republic has experienced a robust recovery over 2015, with greater spending allowing retail sales growth to accelerate in 2016. We attribute these improvements to healthier market conditions and higher confidence among the Czech households. Stronger economic growth will help lower unemployment and raise household incomes. Despite this, the retail market is relatively matured and this will limit the expansion opportunities of many retailers while major players will be investigating merger and acquisition opportunities.

Key Trends & Developments

After several difficult years, we forecast headline household spending in the retail sector to rebound strongly in 2016 and register 10.9% year-on-year expansion, lifting the total spending figure to USD92.9bn (up from USD83.8bn in 2015).

Communications, education and healthcare will be the three fastest-growing categories in terms of the household spending in 2016. Nonetheless, all of them will comprise just 6.5% of the total household spending.

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