

Amazon.com Inc in Retailing (World)

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Abstracts

Amazon.com, with its sales model based on low prices, wide-ranging merchandise, convenience, customer satisfaction, quality recommendations, and delivery efficiency hits a number of high demand features in the modern retail climate. Doing so consistently for years has built a loyal customer base and unparalleled brand equity for the company. Distinct strength in its home market belies its potential in developing regions such as India, where it is poised to become a major player.

Euromonitor International's Amazon.com Inc in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Non-Store Retailing, Store-based Retailing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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