

The Changing Landscape of Variety Stores in Western Europe: Before and After the COVID-19 Pandemic

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Abstracts

Variety stores in Western Europe are seeing renewed interest from consumers, as operators expand rapidly, with a focus on low prices and broad product assortments. While store-based retailing more widely continues to struggle in the context of the COVID-19 pandemic, variety stores are increasingly becoming local suppliers and thus are intensifying competition with other channels. With demand for low-priced products expected to grow in the region, the variety stores channel is set to benefit.

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Euromonitor International's The Changing Landscape of Variety Stores in Western Europe: Before and After the COVID-19 Pandemic global briefing offers an insight into the size and shape of the retailing industry, highlights emerging trends, their effects on retailing in markets around the world, on the development of channels and consumers' shopping patterns. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market – be they the developments of new store types, the importance of non-store retailing, economic/lifestyle influences, private label or pricing issues. Forecasts illustrate how the market is set to change and criteria for 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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Pinpoint growth sectors and identify factors driving change;

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

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