

Convenience and Low Prices: The Appeal of Modern Grocery Retailing in Latin America

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Abstracts

Modern grocery retailing in Latin America remains underdeveloped. Strong networks of traditional grocers exist, which together with informal retailing and competition from foodservice channels, amongst others, have made it difficult for modern grocers to make their mark. However, in the short term, opportunities for convenient, close-to-home, all-in-one, price-oriented outlets are rising, and modern retailers are taking advantage in metropolitan areas and outside.

Euromonitor International's Convenience and Low Prices: The Appeal of Modern Grocery Retailing in Latin America 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.

Why buy this report?

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.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction

Introduction

Regional overview

Evolution of grocery retailing in Latin America

Challenging environment ahead

Report Definitions

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