

Convenience Retailing : Market Drivers , Challenges and Opportunities

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This report provides an overview of the opportunities and challenges offered by grocery convenience retailing. It evaluates how convenience stores perform in relation to competing channels and analyses the key strategies of major global convenience store operators to maintain growth, covering their main format innovations and their expansion potential. It also gives insights into changes in the product assortment of convenience stores and how these impact product manufacturers.

Euromonitor International's Convenience Retailing : Market Drivers , Challenges and Opportunities 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.

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