

Direct Selling in the Czech Republic

<https://marketpublishers.com/r/DA190E006D5EN.html>

Date: February 2024

Pages: 35

Price: US\$ 990.00 (Single User License)

ID: DA190E006D5EN

Abstracts

Direct selling in the Czech Republic experienced a surge in popularity during the COVID-19 pandemic when physical outlets were closed. With online retailers still underdeveloped, direct sellers were able to absorb some of the retail needs of Czechs. To meet growing demand, the number of direct sellers increased to over 400,000 in 2021, although this number has since declined to around 330,000 people in 2023. Retail volume sales have slowed significantly with a corresponding decrease in value sal...

Euromonitor International's Direct Selling in Czech Republic report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Appliances and Electronics Direct Selling, Drinks and Tobacco Direct Selling, Fashion Direct Selling, Foods Direct Selling, Health and Beauty Direct Selling, Home Products Direct Selling, Other Products Direct Selling.

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

Why buy this report?

Get a detailed picture of the Direct Selling 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

DIRECT SELLING IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct selling sees a decline post-pandemic

Avon remains overall leader

Omnichannel distribution supports sales development

PROSPECTS AND OPPORTUNITIES

Slowdown in revenues for direct selling

Augmented reality transforms direct selling experience in cosmetics

Live shopping trend is a possibility

CHANNEL DATA

Table 1 Direct Selling by Product: Value 2018-2023

Table 2 Direct Selling by Product: % Value Growth 2018-2023

Table 3 Direct Selling GBO Company Shares: % Value 2019-2023

Table 4 Direct Selling GBN Brand Shares: % Value 2020-2023

Table 5 Direct Selling Forecasts by Product: Value 2023-2028

Table 6 Direct Selling Forecasts by Product: % Value Growth 2023-2028

RETAIL IN THE CZECH REPUBLIC

EXECUTIVE SUMMARY

Retail in 2023: the big picture

E-commerce on the rise in Czech Republic

Discounts are pivotal in economic downturn

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2023

Seasonality

Christmas

Easter

MARKET DATA

Table 7 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2018-2023

Table 8 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2018-2023

Table 9 Sales in Retail Offline by Channel: Value 2018-2023

Table 10 Sales in Retail Offline by Channel: % Value Growth 2018-2023

Table 11 Retail Offline Outlets by Channel: Units 2018-2023

Table 12 Retail Offline Outlets by Channel: % Unit Growth 2018-2023

Table 13 Sales in Retail E-Commerce by Product: Value 2018-2023

Table 14 Sales in Retail E-Commerce by Product: % Value Growth 2018-2023

Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 17 Sales in Grocery Retailers by Channel: Value 2018-2023

Table 18 Sales in Grocery Retailers by Channel: % Value Growth 2018-2023

Table 19 Grocery Retailers Outlets by Channel: Units 2018-2023

Table 20 Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 21 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2018-2023

Table 22 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2018-2023

Table 23 Sales in Non-Grocery Retailers by Channel: Value 2018-2023

Table 24 Sales in Non-Grocery Retailers by Channel: % Value Growth 2018-2023

Table 25 Non-Grocery Retailers Outlets by Channel: Units 2018-2023

Table 26 Non-Grocery Retailers Outlets by Channel: % Unit Growth 2018-2023

Table 27 Retail GBO Company Shares: % Value 2019-2023

Table 28 Retail GBN Brand Shares: % Value 2020-2023

Table 29 Retail Offline GBO Company Shares: % Value 2019-2023

Table 30 Retail Offline GBN Brand Shares: % Value 2020-2023

Table 31 Retail Offline LBN Brand Shares: Outlets 2020-2023

Table 32 Retail E-Commerce GBO Company Shares: % Value 2019-2023

Table 33 Retail E-Commerce GBN Brand Shares: % Value 2020-2023

Table 34 Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 35 Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 36 Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 37 Non-Grocery Retailers GBO Company Shares: % Value 2019-2023

Table 38 Non-Grocery Retailers GBN Brand Shares: % Value 2020-2023

Table 39 Non-Grocery Retailers LBN Brand Shares: Outlets 2020-2023

Table 40 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2023-2028

Table 41 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2023-2028

Table 42 Forecast Sales in Retail Offline by Channel: Value 2023-2028

Table 43 Forecast Sales in Retail Offline by Channel: % Value Growth 2023-2028

Table 44 Forecast Retail Offline Outlets by Channel: Units 2023-2028

Table 45 Forecast Retail Offline Outlets by Channel: % Unit Growth 2023-2028

Table 46 Forecast Sales in Retail E-Commerce by Product: Value 2023-2028

Table 47 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2023-2028

Table 48 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space
2023-2028

Table 49 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2023-2028

Table 50 Forecast Sales in Grocery Retailers by Channel: Value 2023-2028

Table 51 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2023-2028

Table 52 Forecast Grocery Retailers Outlets by Channel: Units 2023-2028

Table 53 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2023-2028

Table 54 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space
2023-2028

Table 55 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2023-2028

Table 56 Forecast Sales in Non-Grocery Retailers by Channel: Value 2023-2028

Table 57 Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth
2023-2028

Table 58 Forecast Non-Grocery Retailers Outlets by Channel: Units 2023-2028

Table 59 Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth
2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

I would like to order

Product name: Direct Selling in the Czech Republic

Product link: <https://marketpublishers.com/r/DA190E006D5EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DA190E006D5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970