

Direct Selling in the United Kingdom

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Many more established players, such as Avon and Herbalife, are struggling in direct selling, facing growing competition from internet retailing. They are also hampered by their somewhat old-fashioned image, a trend set to continue into the forecast period. However, the channel as a whole saw a resurgence towards the end of the review period, benefiting from some innovative ideas among smaller players. For instance, while more established players, such as Avon, are struggling to remain relevant...

Euromonitor International's Direct Selling in United Kingdom 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: Apparel and Footwear Direct Selling, Beauty and Personal Care Direct Selling, Consumer Appliances Direct Selling, Consumer Electronics Direct Selling, Consumer Healthcare Direct Selling, Food and Drink Direct Selling, Home Care Direct Selling, Home Improvement and Gardening Direct Selling, Housewares and Home Furnishings Direct Selling, Media Products Direct Selling, Other Direct Selling, Personal Accessories and Eyewear Direct Selling, Pet Care Direct Selling, Traditional Toys and Games Direct Selling, Video Games Hardware 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.

Table of Content

Headlines

Prospects

Modern-thinking Start-ups Pose A Threat To Long-term Established Players

Beauty and Personal Care Remains Popular in Direct Selling
Home Care, Apparel and Footwear and Home Improvement and Gardening Decline
Competitive Landscape

Avon Retains Its Strong Lead, Despite A Drop in Share
Leading Direct Sellers Extend Their Reach Via Internet Selling
Growth of the Party Plan Format

Channel Data

- Table 1 Direct Selling by Category: Value 2012-2017
- Table 2 Direct Selling by Category: % Value Growth 2012-2017
- Table 3 Direct Selling GBO Company Shares: % Value 2013-2017
- Table 4 Direct Selling GBN Brand Shares: % Value 2014-2017
- Table 5 Direct Selling Forecasts by Category: Value 2017-2022
- Table 6 Direct Selling Forecasts by Category: % Value Growth 2017-2022

Executive Summary

Slow But Steady Growth for Retailing in 2017
the Growing Use of Smartphones Is Changing the Dynamics of Internet Retailing
Discounters Enjoy Success on the Back of Growing Consumer Price Sensitivity
Pressure Mounts on Leading Grocery Retailers
Stronger Performance Ahead Driven by Value Players and Mobile Internet Retailing

Operating Environment

Informal Retailing

Opening Hours

- Summary 1 Standard Opening Hours by Channel Type 2017

Physical Retail Landscape

Cash and Carry

Seasonality

Payments and Delivery

Emerging Business Models

Market Data

- Table 7 Sales in Retailing by Store-based vs Non-Store: Value 2012-2017
- Table 8 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2012-2017
- Table 9 Sales in Store-based Retailing by Channel: Value 2012-2017
- Table 10 Sales in Store-based Retailing by Channel: % Value Growth 2012-2017
- Table 11 Store-based Retailing Outlets by Channel: Units 2012-2017
- Table 12 Store-based Retailing Outlets by Channel: % Unit Growth 2012-2017
- Table 13 Sales in Non-Store Retailing by Channel: Value 2012-2017
- Table 14 Sales in Non-Store Retailing by Channel: % Value Growth 2012-2017
- Table 15 Grocery Retailers: Value Sales, Outlets and Selling Space 2012-2017
- Table 16 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2012-2017
- Table 17 Sales in Grocery Retailers by Channel: Value 2012-2017
- Table 18 Sales in Grocery Retailers by Channel: % Value Growth 2012-2017
- Table 19 Grocery Retailers Outlets by Channel: Units 2012-2017
- Table 20 Grocery Retailers Outlets by Channel: % Unit Growth 2012-2017
- Table 21 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2012-2017
- Table 22 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2012-2017
- Table 23 Sales in Non-Grocery Specialists by Channel: Value 2012-2017
- Table 24 Sales in Non-Grocery Specialists by Channel: % Value Growth 2012-2017
- Table 25 Non-Grocery Specialists Outlets by Channel: Units 2012-2017
- Table 26 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2012-2017
- Table 27 Mixed Retailers: Value Sales, Outlets and Selling Space 2012-2017
- Table 28 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2012-2017
- Table 29 Sales in Mixed Retailers by Channel: Value 2012-2017
- Table 30 Sales in Mixed Retailers by Channel: % Value Growth 2012-2017
- Table 31 Mixed Retailers Outlets by Channel: Units 2012-2017
- Table 32 Mixed Retailers Outlets by Channel: % Unit Growth 2012-2017

Table 33 Retailing GBO Company Shares: % Value 2013-2017
Table 34 Retailing GBN Brand Shares: % Value 2014-2017
Table 35 Store-based Retailing GBO Company Shares: % Value 2013-2017
Table 36 Store-based Retailing GBN Brand Shares: % Value 2014-2017
Table 37 Store-based Retailing LBN Brand Shares: Outlets 2014-2017
Table 38 Non-Store Retailing GBO Company Shares: % Value 2013-2017
Table 39 Non-Store Retailing GBN Brand Shares: % Value 2014-2017
Table 40 Grocery Retailers GBO Company Shares: % Value 2013-2017
Table 41 Grocery Retailers GBN Brand Shares: % Value 2014-2017
Table 42 Grocery Retailers LBN Brand Shares: Outlets 2014-2017
Table 43 Grocery Retailers LBN Brand Shares: Selling Space 2014-2017
Table 44 Non-Grocery Specialists GBO Company Shares: % Value 2013-2017
Table 45 Non-Grocery Specialists GBN Brand Shares: % Value 2014-2017
Table 46 Non-Grocery Specialists LBN Brand Shares: Outlets 2014-2017
Table 47 Non-Grocery Specialists LBN Brand Shares: Selling Space 2014-2017
Table 48 Mixed Retailers GBO Company Shares: % Value 2013-2017
Table 49 Mixed Retailers GBN Brand Shares: % Value 2014-2017
Table 50 Mixed Retailers LBN Brand Shares: Outlets 2014-2017
Table 51 Mixed Retailers LBN Brand Shares: Selling Space 2014-2017
Table 52 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2017-2022
Table 53 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2017-2022
Table 54 Forecast Sales in Store-based Retailing by Channel: Value 2017-2022
Table 55 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2017-2022
Table 56 Forecast Store-based Retailing Outlets by Channel: Units 2017-2022
Table 57 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2017-2022
Table 58 Forecast Sales in Non-Store Retailing by Channel: Value 2017-2022
Table 59 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2017-2022
Table 60 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2017-2022
Table 61 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 62 Forecast Sales in Grocery Retailers by Channel: Value 2017-2022
Table 63 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2017-2022
Table 64 Forecast Grocery Retailers Outlets by Channel: Units 2017-2022
Table 65 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 66 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2017-2022
Table 67 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 68 Forecast Sales in Non-Grocery Specialists by Channel: Value 2017-2022
Table 69 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2017-2022
Table 70 Forecast Non-Grocery Specialists Outlets by Channel: Units 2017-2022
Table 71 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2017-2022
Table 72 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2017-2022
Table 73 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 74 Forecast Sales in Mixed Retailers by Channel: Value 2017-2022
Table 75 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2017-2022
Table 76 Forecast Mixed Retailers Outlets by Channel: Units 2017-2022
Table 77 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2017-2022

Definitions

Sources

Summary 2 Research Sources

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