

# Discounters in South Korea

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## Abstracts

E-Mart established the discounters channel in 2016 with the launch of its No Name banner. It was looking for further growth opportunities as the growth of hypermarkets, the company's core business, had gradually plateaued. Since the launch of its No Brand banner, the company has aggressively expanded its presence by opening more than 250 outlets across the country. Prior to E-Mart's entry, there were no visible sales in the discounters channel, which its No Brand outlets still continue to comple...

Euromonitor International's Discounters in South Korea 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.

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

### Why buy this report?

Get a detailed picture of the Discounters 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.

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No Brand introduces a retail-bank hybrid outlet

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