

# Expansion Strategies and Opportunities for Japanese Retailers in Asia

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## Abstracts

Japan-based retailers are adopting increasingly ambitious expansion strategies in Asian emerging markets to benefit from high economic growth, contrasting with poor demographic and economic prospects in Japan. Convenience stores have been at the forefront of this move, but retailers in other channels are also focusing on growth in Asia. This report analyses the opportunities for key players and the challenges that they face against local rivals, with a particular emphasis on the Chinese market.

Euromonitor International's Expansion Strategies and Opportunities for Japanese Retailers in Asia 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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