

Homeshopping's Future is Online: Lessons for Transitioning to Internet Retailing

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Abstracts

E-commerce continues to reinvent how people shop, a phenomenon that is putting pressure on many older business models. Homeshopping is a perfect reflection of this as the convenience of mail and entertainment of TV are continually co-opted by the internet. Many homeshopping companies are deftly transitioning to an internet-dominated future. This briefing will outline how they are transitioning and how to best go about it more generally.

Euromonitor International's Homeshopping's Future is Online: Lessons for Transitioning to Internet Retailing 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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