

# The Impact of Demographics on European Retailing: 2000-2030

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## Abstracts

Demographic and macroeconomic changes may be slow, but they are as big as they are inevitable. Smart retailers in Europe will need to have a firm grasp on how the regions in which they are present are evolving, and what the customer base of the future will look like. This report not only outlines the most important changes in Europe over 2000-2030, but ties them to specific strategies which retailers and their partners can use to avoid falling behind the times.

Euromonitor International's The Impact of Demographics on European Retailing: 2000-2030 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.

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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