

Key Growth Trends for Retailing in Western Europe

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Abstracts

The Western European retailing industry is undergoing transformative changes that are creating new opportunities for retailers. This report covers key trends that retailers must understand to grow their businesses within Western Europe: the changing consumer, the hunt for value, the rise of digital commerce, groceries moving online, and the importance of sustainability.

Euromonitor International's Key Growth Trends for Retailing in Western Europe 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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Contents

Introduction
Shifting Consumer Traits
The Hunt for Value
Shopping Goes Digital
Grocery Migrates Online
Retail and the Restaurant
Sustainability Takes the Spotlight
Conclusion

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