

Megatrends in Latin America Retailing

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Abstracts

As economic conditions in Latin America stabilise and improve, spending will begin to recover and retailers will need to rethink their value propositions for consumers with more acquisitive power. Retailers will need to think beyond price about how to continue to attract consumers. Euromonitor identifies three megatrends that will become increasingly important over the next five years for meeting the needs of and building relationships with shoppers.

Euromonitor International's Megatrends in Latin America 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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