

# Mixed Retailers in France

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## Abstracts

Mixed retailers as a channel performed well in France in 2015 and 2016. While variety stores attracted consumers looking for a bargain at a time when the economy was struggling, department stores, with a focus on high-end products and customer service, suffered from a fall in number of affluent foreign shoppers following the terrorist attacks in Paris in November 2015.

Euromonitor International's Mixed Retailers in France report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

**Product coverage:** Department Stores , Mass Merchandisers, Variety Stores, Warehouse Clubs.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Mixed Retailers 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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Retailing Continues To Record Positive Growth in 2016

the French Like Hybrid Concepts

Grocery Retailers Focus on Their Core Business, in Turn Helping Non-grocery  
Specialists

2016 Generally A Better Year for Local Players and Franchises Than Company-owned  
Chains

Further Modest Growth Predicted Due To Certain Ongoing Threats

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Both the French Economy and Consumption Are Picking Up Slowly

2016 the Year of the Home

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