

Mr Price Group Ltd in Retailing (World)

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Abstracts

Mr Price Group benefits from a strong brand image and appeal among South African consumers. Its diversified portfolio of casual apparel, sports goods and furnishings stores is benefiting from rising disposable income in the South African black population and also in other emerging countries in the continent. However, the rising penetration of grocery and non-grocery international retailers in Africa could challenge the company at a time when it has a little presence outside its home market.

Euromonitor International's Mr Price Group Ltd in Retailing (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retailing industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving 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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