

New Concepts in Retail: Key Factors Driving Successful Innovation

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Date: June 2021

Pages: 44

Price: US\$ 1,325.00 (Single User License)

ID: N3A77C3E74D3EN

Abstracts

Retailers' constant experimentation with new concepts and formats helps lay the groundwork for the industry's future. For this reason, Euromonitor profiles the most innovative concepts in retailing each year. While today some of the winning concepts over the past five years represent the future of retail, others have inevitably failed. This report puts a spotlight on 12 of the key new retail concepts from the past and examines the factors that have determined their success or failure.

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Euromonitor International's New Concepts in Retail: Key Factors Driving Successful Innovation 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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