

New Retail Concepts: Non-grocery Channels

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Abstracts

As competition from internet retailing rises, store-based retailers are increasingly innovating in order to differentiate themselves from the online offer and maintain consumers' interest. They are focusing more on engaging with consumers, using technology in store and enhancing the shopping experience by offering "retailtainment". This briefing offers an overview of the store concepts from non-grocery retailers seen in 2014, assessing their strengths and their potential for success.

Euromonitor International's New Retail Concepts: Non-grocery Channels 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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