

New Retailing in China: Shaping Modern Shopping Lifestyle in China

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Abstracts

Shopping Reinvented reflects how economic and technological shifts have rewritten the shopper journey, holistically. Today, shopping is a journey, the purpose of which is not just buying, but relationship-building. This report examines how new retailing in China redefines three core elements of retailing – consumer, merchandise and store, and how companies successfully implement the new retailing strategy in China.

Euromonitor International's New Retailing in China: Shaping Modern Shopping Lifestyle in China 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.

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.

Contents

Introduction

How to Define

Forging a Difference, Making an Impact

Recommendation

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