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Non-Grocery Specialists in Iran

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Abstracts

The Iranian economy stagnated in 2016. Unemployment was high and consumer purchasing power declined. Many consumers who used to pay for a wide range of non-grocery items gradually became unable to do so, which had a negative impact on volume sales for retailers, especially for more expensive products. A general shift towards more affordable domestic brands from relatively expensive imports was evident in most non-grocery specialist categories. Current value growth of 20% in 2016 was lower than t...

Euromonitor International's Non-Grocery Specialists in Iran 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: Apparel and Footwear Specialist Retailers, Electronics and Appliance Specialist Retailers, Health and Beauty Specialist Retailers, Home and Garden Specialist Retailers, Leisure and Personal Goods Specialist Retailers, Other Non-Grocery Specialists.

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

Why buy this report?

Get a detailed picture of the Non-Grocery Specialists 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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