

## Non-Store Retailing in Costa Rica

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As a result of a globalised context in which the internet offers a broad range of shopping options to buyers from all over the world, local consumers are becoming increasingly familiar with doing online transactions, particularly in the case of cross-border purchases of electronics and apparel from US sites like Amazon and eBay. Due to further access to credit and additional purchase guarantees (such as improved return policies and secure payment options), the base of local consumers that are st...

Euromonitor International's Non-Store Retailing in Costa Rica 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:** Direct Selling, Homeshopping, Internet Pure Play Retailers, Internet Retailing, Mobile Internet Retailing, Vending.

**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-Store 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.

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#### Executive Summary

Sales Inertia and More Rational Purchasing Habits Shape Retailing Activity in 2016

Loyalty Schemes and Competitive Unit Prices Consolidate As the Main Retailing Trends

Mixed Retailers Sees Increase in Assortment of Grocery Goods, While Grocery Retailers Sees Improvement in Offer of Non-grocery Products

Major Players Keep Gaining Momentum Based on Scale Operations

Internet Shopping Options Are Expected To Become the Major Retailing Trend by 2021

Key Trends and Developments

Economic Outlook: Overall Uncertainty Combined With Players' Additional Focus on Discounts and Promotions

Internet Access Provides Additional Opportunities for Online Retailers

Health and Wellness Trends Continue To Impact the Development of Retailers in Costa Rica

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