

Non-Store Retailing in Pakistan

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Abstracts

The accessibility of the internet to the growing number of young and urban consumers resulted in an internet retailing boom. The rapid growth in mobile internet usage and increased awareness of internet retailing encouraged multiple internet retailers to enter, which resulted in a sizeable increase in e-commerce.

Euromonitor International's Non-Store Retailing in Pakistan 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.

Contents

Headlines

Trends

Competitive Landscape

Prospects

Channel Data

Table 1 Sales in Non-Store Retailing by Channel: Value 2011-2016

Table 2 Sales in Non-Store Retailing by Channel: % Value Growth 2011-2016

Table 3 Non-Store Retailing GBO Company Shares: % Value 2012-2016

Table 4 Non-Store Retailing GBN Brand Shares: % Value 2013-2016

Table 5 Forecast Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 6 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Executive Summary

Low Duties, Improving Economy and Generally Free Borders Fuels Retailing Growth

Retail Developments Remain Concentrated in Upscale Urban Neighbourhoods

Modern Grocery Retailing Continues To Be Dominated by International Players

Internet Retailing To Emerge As A Complementary Channel To Grocery and Non-grocery Retailing

Key Trends and Developments

Improvements in Economic and Security Environment Support Consumer Demand

Modern Grocery Retailing Grows Faster Than Traditional Grocery Retailing

New Digital Retailing Establishments Emerging in Non-grocery Retailing

Operating Environment

Informal Retailing

Opening Hours

Summary 1 Standard Opening Hours by Channel Type 2016

Physical Retail Landscape

Cash and Carry

Seasonality

Payments and Delivery

Emerging Business Models

Market Data

Table 7 Sales in Retailing by Store-based vs Non-Store: Value 2011-2016

Table 8 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2011-2016

Table 9 Sales in Store-Based Retailing by Channel: Value 2011-2016

Table 10 Store-Based Retailing Outlets by Channel: Units 2011-2016

Table 11 Sales in Store-Based Retailing by Channel: % Value Growth 2011-2016

Table 12 Store-Based Retailing Outlets by Channel: % Unit Growth 2011-2016

Table 13 Retailing GBO Company Shares: % Value 2012-2016

Table 14 Retailing GBN Brand Shares: % Value 2013-2016

Table 15 Store-based Retailing GBO Company Shares: % Value 2012-2016

Table 16 Store-based Retailing GBN Brand Shares: % Value 2013-2016

Table 17 Store-based Retailing LBN Brand Shares: Outlets 2013-2016

Table 18 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 19 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth
2016-2021

Table 20 Forecast Sales in Store-Based Retailing by Channel: Value 2016-2021

Table 21 Forecast Store-Based Retailing Outlets by Channel: Units 2016-2021

Table 22 Forecast Sales in Store-Based Retailing by Channel: % Value Growth
2016-2021

Table 23 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth
2016-2021

Sources

Summary 2 Research Sources

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