

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.

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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

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