

Retail in the Age of the Empowered Consumer

<https://marketpublishers.com/r/R285362F211EN.html>

Date: September 2018

Pages: 32

Price: US\$ 1,325.00 (Single User License)

ID: R285362F211EN

Abstracts

Leveraging Euromonitor International's proprietary Empowered Consumers segmentation, this report explores how Empowered Consumers behave during their pre-purchase, purchase and post-purchase parts of their shopping journey. It explains how the retail industry is adapting to these behaviours and highlights specific retailer examples. It concludes with recommendations on how to be successful.

Euromonitor International's Retail in the Age of the Empowered Consumer 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

Overview

overview

Introduction to the Empowered Consumer

Pre-Purchase Behaviours

Purchase Behaviours

Post-Purchase Behaviours

Finding Success with Empowered Consumers

Research Overview

I would like to order

Product name: Retail in the Age of the Empowered Consumer

Product link: <https://marketpublishers.com/r/R285362F211EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R285362F211EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970