

Retail in Tanzania

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Abstracts

Rising incomes and urbanisation are broadening the appeal of modern retailing, with more consumers able to access these channels. However, informal retail remains strong, while poor infrastructure is hindering retail development. Younger consumers are increasingly searching and shopping online, benefiting e-commerce and social media marketing. Despite seeing growth in 2022 elevated inflation meant many cost-conscious consumers continued to rely on informal retailing.

Euromonitor International's Retail in Tanzania 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: Retail E-Commerce, Retail Offline.

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

Why buy this report?

Get a detailed picture of the Retail 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

RETAIL IN TANZANIA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 Sales in Retail Offline by Channel: Value 2017-2022

Table 4 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 Retail Offline Outlets by Channel: Units 2017-2022

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 Sales in Non-Store Retailing by Channel: Value 2017-2022

Table 8 Sales in Non-Store Retailing by Channel: % Value Growth 2017-2022

Table 9 Retail GBO Company Shares: % Value 2018-2022

Table 10 Retail GBN Brand Shares: % Value 2019-2022

Table 11 Retail Offline GBO Company Shares: % Value 2018-2022

Table 12 Retail Offline GBN Brand Shares: % Value 2019-2022

Table 13 Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 14 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 15 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 16 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 17 Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 18 Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 19 Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 20 Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 21 Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

GROCERY RETAILERS

2022 Developments

Prospects and Opportunities

Channel Data

Table 22 Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 23 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth

2017-2022

Table 24 Sales in Grocery Retailers by Channel: Value 2017-2022

Table 25 Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 26 Grocery Retailers Outlets by Channel: Units 2017-2022

Table 27 Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

Table 28 Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 29 Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 30 Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 31 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space
2022-2027Table 32 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2022-2027

Table 33 Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 34 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 35 Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 36 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

NON-GROCERY RETAILERS

Table 37 Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 38 Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth
2017-2022

Table 39 Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 40 Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 41 Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 42 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space
2022-2027Table 43 Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2022-2027**DIRECT SELLING**

Table 44 Direct Selling by Product: Value 2017-2022

Table 45 Direct Selling by Product: % Value Growth 2017-2022

Table 46 Direct Selling GBO Company Shares: % Value 2018-2022

Table 47 Direct Selling GBN Brand Shares: % Value 2019-2022

Table 48 Direct Selling Forecasts by Product: Value 2022-2027

Table 49 Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL E-COMMERCE

Table 50 Sales in Retail E-Commerce by Product: Value 2017-2022

Table 51 Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 52 Retail E-Commerce GBO Company Shares: % Value 2018-2022

Table 53 Retail E-Commerce GBN Brand Shares: % Value 2019-2022

Table 54 Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 55 Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

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