

Retail in Transition: Capitalising on Future E-commerce Opportunities

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Abstracts

The digital revolution has been rewiring retail for years, leading to new business models, commerce ecosystems and channels for reaching and engaging consumers. The COVID-19 pandemic accelerated this transition, as e-commerce became the default option for many homebound consumers. The crisis-inspired surge in e-commerce is causing a permanent shift in retail, creating both new challenges as well as new opportunities for retailers and consumer brands alike.

Euromonitor International's Retail in Transition: Capitalising on Future E-commerce Opportunities 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.

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Contents

Introduction

The Digital Revolution in Retail

E-Commerce Emerges as the Default Setting

How Shopping Behaviours Continue to Evolve

Identifying E-Commerce Growth Opportunities

How to Win in the Digital-First Era

How to win in the Digital-first era

Appendix

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