

# Retailing for Groceries: The Impact and Evolution of Discounting

<https://marketpublishers.com/r/R6CA745CE48EN.html>

Date: December 2012

Pages: 41

Price: US\$ 2,000.00 (Single User License)

ID: R6CA745CE48EN

## Abstracts

Discounting increasingly permeates the retailing landscape for grocery products, with supermarket, hypermarket and convenience store operators focusing on a low-price positioning to fend off discounters and fixed-priced variety stores. This report analyses discounters and their influence on the assortment, format and pricing strategies of discount-orientated retailers. It evaluates their expansion prospects in developed and emerging markets alongside the challenges that they face.

Euromonitor International's Retailing for Groceries: The Impact and Evolution of Discounting 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

Retailing for Groceries: The Impact and Evolution of Discounting

Euromonitor International

December 2012

Introduction

Impact of Discounting on Retailing

Format, Assortment and Pricing

Expansion Strategies

Case Study

Conclusion

## I would like to order

Product name: Retailing for Groceries: The Impact and Evolution of Discounting

Product link: <https://marketpublishers.com/r/R6CA745CE48EN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R6CA745CE48EN.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