

Retailing in Cambodia

<https://marketpublishers.com/r/R379A3182C39EN.html>

Date: February 2022

Pages: 57

Price: US\$ 2,100.00 (Single User License)

ID: R379A3182C39EN

Abstracts

Cambodia's retailing industry came under pressure during 2020 and 2021 due to the COVID-19 pandemic. Despite political stability and the second highest vaccination among ASEAN countries, official COVID control measures and major changes in consumer behaviour in response to COVID-19 led to pressure on sales in many categories. In addition, demand for e-commerce increased substantially as consumers looked to avoid shopping in stores, wherever possible. However, demand is expected to rebound quickl...

Euromonitor International's Retailing in Cambodia 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: 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.

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