

# Retailing 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 retailing remains strong, while poor infrastructure hinders retailing development. Younger consumers increasingly search online, benefiting e-commerce and social media marketing. Growth will benefit from road and real estate development and ongoing economic growth, although many cost-conscious consumers will continue to rely on informal retailing.

Euromonitor International's Retailing 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:** 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 IN TANZANIA

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

Informal retailing

What next for retailing?

CHART 1 Retailing: Beauty Specialist Retailer

CHART 2 Retailing: Mixed Retailer

CHART 3 Retailing: Non-Grocery Retailer

CHART 4 Retailing: Traditional Grocery Retailer

#### MARKET DATA

Table 1 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 2 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 3 Sales in Store-Based Retailing by Channel: Value 2016-2021

Table 4 Sales in Store-Based Retailing by Channel: % Value Growth 2016-2021

Table 5 Store-Based Retailing Outlets by Channel: Units 2016-2021

Table 6 Store-Based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 7 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 8 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 9 Retailing GBO Company Shares: % Value 2017-2021

Table 10 Retailing GBN Brand Shares: % Value 2018-2021

Table 11 Store-based Retailing GBO Company Shares: % Value 2017-2021

Table 12 Store-based Retailing GBN Brand Shares: % Value 2018-2021

Table 13 Store-based Retailing LBN Brand Shares: Outlets 2018-2021

Table 14 Non-Store Retailing GBO Company Shares: % Value 2017-2021

Table 15 Non-Store Retailing GBN Brand Shares: % Value 2018-2021

Table 16 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026

Table 17 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026

Table 18 Forecast Sales in Store-Based Retailing by Channel: Value 2021-2026

Table 19 Forecast Sales in Store-Based Retailing by Channel: % Value Growth 2021-2026

Table 20 Forecast Store-Based Retailing Outlets by Channel: Units 2021-2026

Table 21 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 22 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 23 Forecast Sales in Non-Store Retailing by Channel: % Value Growth  
2021-2026

DISCLAIMER

MODERN GROCERY RETAILERS

2021 Developments

Prospects and Opportunities

Channel Data

Table 24 Modern Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 25 Modern Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth  
2016-2021

Table 26 Sales in Modern Grocery Retailers by Channel: Value 2016-2021

Table 27 Sales in Modern Grocery Retailers by Channel: % Value Growth 2016-2021

Table 28 Modern Grocery Retailers Outlets by Channel: Units 2016-2021

Table 29 Modern Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 30 Modern Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 31 Modern Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 32 Modern Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 33 Modern Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 34 Modern Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space  
2021-2026

Table 35 Modern Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space:  
% Growth 2021-2026

Table 36 Forecast Sales in Modern Grocery Retailers by Channel: Value 2021-2026

Table 37 Forecast Sales in Modern Grocery Retailers by Channel: % Value Growth  
2021-2026

Table 38 Forecast Modern Grocery Retailers Outlets by Channel: Units 2021-2026

Table 39 Forecast Modern Grocery Retailers Outlets by Channel: % Unit Growth  
2021-2026

TRADITIONAL GROCERY RETAILERS

Table 40 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space  
2016-2021

Table 41 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: %  
Growth 2016-2021

Table 42 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling  
Space 2021-2026

Table 43 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling  
Space: % Growth 2021-2026

NON-GROCERY SPECIALISTS

Table 44 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021

Table 45 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 46 Sales in Non-Grocery Specialists by Channel: Value 2016-2021

Table 47 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021

Table 48 Non-Grocery Specialists Outlets by Channel: Units 2016-2021

Table 49 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 50 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021

Table 51 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021

Table 52 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021

Table 53 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 54 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 55 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 56 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026

Table 57 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 58 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026

#### MIXED RETAILERS

Table 59 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 60 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 61 Sales in Mixed Retailers by Channel: Value 2016-2021

Table 62 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021

Table 63 Mixed Retailers Outlets by Channel: Units 2016-2021

Table 64 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021

Table 65 Mixed Retailers GBO Company Shares: % Value 2017-2021

Table 66 Mixed Retailers GBN Brand Shares: % Value 2018-2021

Table 67 Mixed Retailers LBN Brand Shares: Outlets 2018-2021

Table 68 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021

Table 69 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 70 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 71 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 72 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 73 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 74 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

#### DIRECT SELLING

Table 75 Sales in Direct Selling: Value 2016-2021

Table 76 Sales in Direct Selling: % Value Growth 2016-2021

Table 77 Direct Selling GBO Company Shares: % Value 2017-2021

Table 78 Direct Selling GBN Brand Shares: % Value 2018-2021

Table 79 Forecast Sales in Direct Selling: Value 2021-2026

Table 80 Forecast Sales in Direct Selling: % Value Growth 2021-2026

#### E-COMMERCE (GOODS)

Table 81 Sales in E-Commerce (Goods): Value 2016-2021

Table 82 Sales in E-Commerce (Goods): % Value Growth 2016-2021

Table 83 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 84 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 85 Forecast Sales in E-Commerce (Goods): Value 2021-2026

Table 86 Forecast Sales in E-Commerce (Goods): % Value Growth 2021-2026

#### HOMESHOPPING

Prospects

VENDING

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