

Seasonality and Shopping Holidays: A Global Overview

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Abstracts

Holidays and shopping seasons have long been an important tool for retailers to drive traffic and sales and work to increase market share. Most retailers use holidays to drive sales; the best retailers use holidays to advance their strategic agenda. New holiday types, such as retailer-created holidays such as Prime Day and 11.11 Global Shopping Festival, have emerged in recent years, presenting new questions about how to use holidays to retailers' advantage.

Euromonitor International's Seasonality and Shopping Holidays: A Global Overview 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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