

Supermarkets in Italy

<https://marketpublishers.com/r/S8518468DBEEN.html>

Date: March 2024

Pages: 40

Price: US\$ 990.00 (Single User License)

ID: S8518468DBEEN

Abstracts

Supermarkets is the grocery retailers channel with the highest penetration in Italy and it saw moderate growth in current value terms in 2023 as inflation started to show signs of stabilising, albeit prices continued to rise. Aside from the impact of inflation, the growing importance of convenience was also behind the growth of supermarkets in current value terms in 2023, with some stores gaining footfall from larger format outlets such as hypermarkets which are often located further away from c...

Euromonitor International's Supermarkets in Italy 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.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Supermarkets 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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Euromonitor International
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