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Traditional Grocery Retailers in Italy

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Abstracts

While the early-mid-review period saw traditional grocery retailers perform inconsistently in terms of retail value sales development, the category was positively impacted by the Coronavirus (COVID-19) pandemic. During the first national lockdown from March 2020, consumers worked and studied from home, while travel, outdoor socialising and leisure opportunities were severely limited. Therefore, consumers were encouraged to shop locally as much as possible in order to limit contact with others an...

Euromonitor International's Traditional Grocery Retailers 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 Traditional Grocery Retailers market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

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Use five-year forecasts to assess how the market is predicted to develop.

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