

# Variety Stores in Australia

<https://marketpublishers.com/r/VA694081B78EN.html>

Date: February 2022

Pages: 46

Price: US\$ 990.00 (Single User License)

ID: VA694081B78EN

## Abstracts

The pandemic continued to adversely impact Australians and their spending habits towards the end of the review period. Prior to the outbreak of COVID-19, variety stores had been under growing pressure, largely due to the general trend towards e-commerce and strong competition from mass merchandisers. However, the pandemic's emergence in 2020 resulted in variety stores experiencing a sharp upturn in fortunes, especially for the larger chained and established retailers such as The Reject Shop.

Euromonitor International's Variety Stores in Australia 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 Variety Stores 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

### VARIETY STORES IN AUSTRALIA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Chained variety stores continue to benefit from the pandemic

Independent variety stores suffer from lack of footfall

#### PROSPECTS AND OPPORTUNITIES

Creating a unique selling point will be key to the future of variety stores

Are variety stores selling online actually an opportunity?

#### CHANNEL DATA

Table 1 Variety Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 2 Variety Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 3 Variety Stores GBO Company Shares: % Value 2017-2021

Table 4 Variety Stores GBN Brand Shares: % Value 2018-2021

Table 5 Variety Stores LBN Brand Shares: Outlets 2018-2021

Table 6 Variety Stores LBN Brand Shares: Selling Space 2018-2021

Table 7 Variety Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 8 Variety Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

### RETAILING IN AUSTRALIA

#### EXECUTIVE SUMMARY

Retailing in 2021: The big picture

Grocery sales remain high due to further lockdowns in 2021

E-commerce shows its true potential in 2021

What next for retailing?

#### OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Payments

Delivery and collection

Emerging business models

#### MARKET DATA

Table 9 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 10 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 11 Sales in Store-based Retailing by Channel: Value 2016-2021
Table 12 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021
Table 13 Store-based Retailing Outlets by Channel: Units 2016-2021
Table 14 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021
Table 15 Sales in Non-Store Retailing by Channel: Value 2016-2021
Table 16 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021
Table 17 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021
Table 18 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 19 Sales in Grocery Retailers by Channel: Value 2016-2021
Table 20 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021
Table 21 Grocery Retailers Outlets by Channel: Units 2016-2021
Table 22 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
Table 23 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
Table 24 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 25 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
Table 26 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
Table 27 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
Table 28 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
Table 29 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
Table 30 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
Table 31 Sales in Mixed Retailers by Channel: Value 2016-2021
Table 32 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
Table 33 Mixed Retailers Outlets by Channel: Units 2016-2021
Table 34 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
Table 35 Retailing GBO Company Shares: % Value 2017-2021
Table 36 Retailing GBN Brand Shares: % Value 2018-2021
Table 37 Store-based Retailing GBO Company Shares: % Value 2017-2021
Table 38 Store-based Retailing GBN Brand Shares: % Value 2018-2021
Table 39 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
Table 40 Non-Store Retailing GBO Company Shares: % Value 2017-2021
Table 41 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
Table 42 Grocery Retailers GBO Company Shares: % Value 2017-2021
Table 43 Grocery Retailers GBN Brand Shares: % Value 2018-2021
Table 44 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
Table 45 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
Table 46 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021

Table 47 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
Table 48 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
Table 49 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
Table 50 Mixed Retailers GBO Company Shares: % Value 2017-2021
Table 51 Mixed Retailers GBN Brand Shares: % Value 2018-2021
Table 52 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
Table 53 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
Table 54 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
Table 55 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
Table 56 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
Table 57 Forecast Sales in Store-based Retailing by Channel: % Value Growth 2021-2026
Table 58 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026
Table 59 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026
Table 60 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026
Table 61 Forecast Sales in Non-Store Retailing by Channel: % Value Growth 2021-2026
Table 62 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 63 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 64 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026
Table 65 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026
Table 66 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026
Table 67 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026
Table 68 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 69 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026
Table 70 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026
Table 71 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth 2021-2026
Table 72 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026
Table 73 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth 2021-2026
Table 74 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026
Table 75 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

Table 76 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 77 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 78 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 79 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

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SOURCES

Summary 2 Research Sources

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