

# Variety Stores in Italy

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## Abstracts

Variety stores was affected by the Coronavirus (COVID-19) pandemic as the public health crisis and its economic ramifications prompted consumers in Italy to cut their spending. The job losses, economic uncertainty and reduced spending power of Italian consumers in the wake of the economic recession also had a strong impact on players as many consumers focused on smaller essential purchases in 2020 and 2021. Variety stores had to focus on innovation to drive sales in their outlets, with many play...

Euromonitor International's Variety Stores 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 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.

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Players integrate the virtual with the physical to widen their offer and appeal

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Integration of digital and brick-and-mortar operations to offer complete omnichannel experience to customers

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