

White Paper: The Internationalisation of Retailing

<https://marketpublishers.com/r/W5FDDED5A5DEN.html>

Date: June 2013

Pages: 40

Price: US\$ 2,000.00 (Single User License)

ID: W5FDDED5A5DEN

Abstracts

Understanding what consumers want and how to delivery it could make or break a retailer's success when entering a foreign market. Consumers around the world are radically different, so it is illogical to assume they want to purchase exactly the same thing in exactly the same way. Using case studies to highlight the strategies that work and those that don't, this white paper provides a real-life understanding of the internationalisation process and how retailers can succeed abroad.

Euromonitor International's White Paper: The Internationalisation of Retailing 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.

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

Executive Summary and Introduction

Domestic Competition, Saturation and the International Incentive

How Grocery Retailers Enter New Markets

Internationalisation Can Prove Tricky for Home Improvement and Gardening Retailers

Additional Considerations

Summary and Key Learnings

I would like to order

Product name: White Paper: The Internationalisation of Retailing

Product link: <https://marketpublishers.com/r/W5FDDED5A5DEN.html>

Price: US\$ 2,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W5FDDED5A5DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970