

General Merchandise Stores in Australia

Market Direction | 2023-03-15 | 38 pages | Euromonitor

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Report description:

Department stores were late to e-commerce, finally starting to get aggressive around 2014, introducing free shipping and returns to better compete with specialists. However, as more Australians moved online, and as social media platforms rose in popularity, brands started establishing direct relationships online, as well as through their own stores, which chipped away at their reliance on department stores for finding customers. Online growth for department stores was driven by COVID-19, but it...

Euromonitor International's General Merchandise 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.

Product coverage: Department Stores, Variety Stores.

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

Why buy this report?

- * Get a detailed picture of the General Merchandise 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.

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reliable information resources to help drive informed strategic planning.

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