

## **General Merchandise Stores in Chile**

Market Direction | 2023-03-28 | 35 pages | Euromonitor

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### **Report description:**

The intense and rapid investment needed from department stores in 2020 for them to level up their online strategies as a response to COVID-19 quarantines and the reduction in foot traffic, meant that as restrictions all but disappeared over 2022, it was time to rethink their stores and reconnect with consumers returning for in-person shopping. The leaders Falabella, Paris and Ripley carried out tremendous work over the year in terms of assessing their store footprints and looking to capitalise o...

Euromonitor International's General Merchandise Stores in Chile 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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Euromonitor International  
March 2023

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Players work hard at rethinking their stores

Private label gains importance in an environment of reduced spending power

La Polar continues to deal with issues

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Expansion should remain slow over the forecast period

Omnichannel and strategies to connect consumers to stores likely in the forecast period

Leveraging of financial retail key to expand payment options

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