

General Merchandise Stores in Switzerland

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

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Report description:

Department stores recorded a decline in current value terms in 2022. In recent years, there has been a trend towards the integration of online and offline retail, with many department stores offering both in-store shopping and online shopping options. For example, the Coop City launched its online platform coopcity.ch in November 2021, although it did also open a new outlet in 2022. This omnichannel approach has allowed department stores to reach a wider customer base and provided a more conveni...

Euromonitor International's General Merchandise Stores in Switzerland 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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