

Retail in Cambodia

Market Direction | 2023-03-28 | 36 pages | Euromonitor

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Report description:

The reopening of society after the pandemic is beneficial for Cambodia retail. While the majority of consumers still shop in traditional outlets, the retail landscape in developed cities is being modernised. This is driven by a growing number of middle-income consumers, and the return of tourism, with these factors also attracting more global brands. However, such developments remain concentrated in the developed urban areas and, despite urbanisation, Cambodia remains largely a rural country.

Euromonitor International's Retail in Cambodia 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: Retail E-Commerce, Retail Offline.

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

Why buy this report?

- * Get a detailed picture of the Retail 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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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.

Table of Contents:

Retail in Cambodia
Euromonitor International
March 2023

List Of Contents And Tables

RETAIL IN CAMBODIA

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Informal retail

What next for retail?

MARKET DATA

Table 1 Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022

Table 2 Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022

Table 3 Sales in Retail Offline by Channel: Value 2017-2022

Table 4 Sales in Retail Offline by Channel: % Value Growth 2017-2022

Table 5 Retail Offline Outlets by Channel: Units 2017-2022

Table 6 Retail Offline Outlets by Channel: % Unit Growth 2017-2022

Table 7 Sales in Non-Store Retailing by Channel: Value 2017-2022

Table 8 Sales in Non-Store Retailing by Channel: % Value Growth 2017-2022

Table 9 Retail GBO Company Shares: % Value 2018-2022

Table 10 □Retail GBN Brand Shares: % Value 2019-2022

Table 11 □Retail Offline GBO Company Shares: % Value 2018-2022

Table 12 □Retail Offline GBN Brand Shares: % Value 2019-2022

Table 13 □Retail Offline LBN Brand Shares: Outlets 2019-2022

Table 14 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027

Table 15 □Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027

Table 16 □Forecast Sales in Retail Offline by Channel: Value 2022-2027

Table 17 □Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027

Table 18 □Forecast Retail Offline Outlets by Channel: Units 2022-2027

Table 19 □Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

GROCERY RETAILERS

2022 Developments

Prospects and Opportunities

Channel Data

Table 20 □Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 21 □Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 22 □Sales in Grocery Retailers by Channel: Value 2017-2022

Table 23 □Sales in Grocery Retailers by Channel: % Value Growth 2017-2022

Table 24 □Grocery Retailers Outlets by Channel: Units 2017-2022

Table 25 □Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022

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Table 26 □Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 27 □Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 28 □Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 29 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 30 □Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 31 □Forecast Sales in Grocery Retailers by Channel: Value 2022-2027

Table 32 □Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027

Table 33 □Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Table 34 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

NON-GROCERY RETAILERS

Table 35 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022

Table 36 □Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 37 □Non-Grocery Retailers GBO Company Shares: % Value 2018-2022

Table 38 □Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022

Table 39 □Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022

Table 40 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 41 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

DIRECT SELLING

Table 42 □Direct Selling by Product: Value 2017-2022

Table 43 □Direct Selling by Product: % Value Growth 2017-2022

Table 44 □Direct Selling Forecasts by Product: Value 2022-2027

Table 45 □Direct Selling Forecasts by Product: % Value Growth 2022-2027

RETAIL E-COMMERCE

Table 46 □Sales in Retail E-Commerce by Product: Value 2017-2022

Table 47 □Sales in Retail E-Commerce by Product: % Value Growth 2017-2022

Table 48 □Forecast Sales in Retail E-Commerce by Product: Value 2022-2027

Table 49 □Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027

Retail in Cambodia

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