

## **Retail in Tanzania**

Market Direction | 2023-04-03 | 32 pages | Euromonitor

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### **Report description:**

Rising incomes and urbanisation are broadening the appeal of modern retailing, with more consumers able to access these channels. However, informal retail remains strong, while poor infrastructure is hindering retail development. Younger consumers are increasingly searching and shopping online, benefiting e-commerce and social media marketing. Despite seeing growth in 2022 elevated inflation meant many cost-conscious consumers continued to rely on informal retailing.

Euromonitor International's Retail in Tanzania 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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reliable information resources to help drive informed strategic planning.

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