

General Merchandise Stores in Italy

Market Direction | 2023-03-21 | 39 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

General merchandise stores in Italy fully recovered to pre-pandemic value sales levels in 2022, driven by variety stores. The channel benefited from the greater willingness of Italians to return to physical shopping as restrictions eased, with variety stores in particular performing well as consumers took the opportunity to find a wide range of products at competitive prices in line with rising price sensitivity. On the other hand, general merchandise stores recorded further declines in the numb...

Euromonitor International's General Merchandise Stores in Italy 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

General Merchandise Stores in Italy

Euromonitor International

April 2023

List Of Contents And Tables

GENERAL MERCHANDISE STORES IN ITALY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales recovery and investments in omnichannel strategy

The importance of sustainability

Innovate to address challenge of economic crisis

PROSPECTS AND OPPORTUNITIES

Polarisation of demand and offer

The future of general merchandise stores

Focus on certain areas to remain competitive

CHANNEL DATA

Table 1 General Merchandise Stores: Value Sales, Outlets and Selling Space 2017-2022

Table 2 General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2017-2022

Table 3 Sales in General Merchandise Stores by Channel: Value 2017-2022

Table 4 Sales in General Merchandise Stores by Channel: % Value Growth 2017-2022

Table 5 General Merchandise Stores GBO Company Shares: % Value 2018-2022

Table 6 General Merchandise Stores GBN Brand Shares: % Value 2019-2022

Table 7 General Merchandise Stores LBN Brand Shares: Outlets 2019-2022

Table 8 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 9 General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 10 □Forecast Sales in General Merchandise Stores by Channel: Value 2022-2027

Table 11 □Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2022-2027

RETAIL IN ITALY

EXECUTIVE SUMMARY

Retail in 2022: The big picture

Retail e-commerce enjoys increasing familiarity and habit persistence since pandemic

Sustainability and attention to social issues

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 Standard Opening Hours by Channel Type 2022

Seasonality

Christmas Holidays

Easter

Valentine's Day/Father's Day/Mother's Day

Summer Holidays/Back to School

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

MARKET DATA

Table 12	Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2017-2022
Table 13	Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2017-2022
Table 14	Sales in Retail Offline by Channel: Value 2017-2022
Table 15	Sales in Retail Offline by Channel: % Value Growth 2017-2022
Table 16	Retail Offline Outlets by Channel: Units 2017-2022
Table 17	Retail Offline Outlets by Channel: % Unit Growth 2017-2022
Table 18	Sales in Retail E-Commerce by Product: Value 2017-2022
Table 19	Sales in Retail E-Commerce by Product: % Value Growth 2017-2022
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
Table 26	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2017-2022
Table 27	□Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2017-2022
Table 28	□Sales in Non-Grocery Retailers by Channel: Value 2017-2022
Table 29	□Sales in Non-Grocery Retailers by Channel: % Value Growth 2017-2022
Table 30	□Non-Grocery Retailers Outlets by Channel: Units 2017-2022
Table 31	□Non-Grocery Retailers Outlets by Channel: % Unit Growth 2017-2022
Table 32	□Retail GBO Company Shares: % Value 2018-2022
Table 33	□Retail GBN Brand Shares: % Value 2019-2022
Table 34	□Retail Offline GBO Company Shares: % Value 2018-2022
Table 35	□Retail Offline GBN Brand Shares: % Value 2019-2022
Table 36	□Retail Offline LBN Brand Shares: Outlets 2019-2022
Table 37	□Retail E-Commerce GBO Company Shares: % Value 2018-2022
Table 38	□Retail E-Commerce GBN Brand Shares: % Value 2019-2022
Table 39	□Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 40	□Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 41	□Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 42	□Non-Grocery Retailers GBO Company Shares: % Value 2018-2022
Table 43	□Non-Grocery Retailers GBN Brand Shares: % Value 2019-2022
Table 44	□Non-Grocery Retailers LBN Brand Shares: Outlets 2019-2022
Table 45	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2022-2027
Table 46	□Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2022-2027
Table 47	□Forecast Sales in Retail Offline by Channel: Value 2022-2027
Table 48	□Forecast Sales in Retail Offline by Channel: % Value Growth 2022-2027
Table 49	□Forecast Retail Offline Outlets by Channel: Units 2022-2027
Table 50	□Forecast Retail Offline Outlets by Channel: % Unit Growth 2022-2027
Table 51	□Forecast Sales in Retail E-Commerce by Product: Value 2022-2027
Table 52	□Forecast Sales in Retail E-Commerce by Product: % Value Growth 2022-2027
Table 53	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027
Table 54	□Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027
Table 55	□Forecast Sales in Grocery Retailers by Channel: Value 2022-2027
Table 56	□Forecast Sales in Grocery Retailers by Channel: % Value Growth 2022-2027
Table 57	□Forecast Grocery Retailers Outlets by Channel: Units 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 58 □Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

Table 59 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2022-2027

Table 60 □Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2022-2027

Table 61 □Forecast Sales in Non-Grocery Retailers by Channel: Value 2022-2027

Table 62 □Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2022-2027

Table 63 □Forecast Non-Grocery Retailers Outlets by Channel: Units 2022-2027

Table 64 □Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

General Merchandise Stores in Italy

Market Direction | 2023-03-21 | 39 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com