

General Merchandise Stores in Italy

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

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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.

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reliable information resources to help drive informed strategic planning.

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