

General Merchandise Stores in Spain

Market Direction | 2023-03-21 | 37 pages | Euromonitor

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Report description:

El Corte Ingles remained the dominant player in general merchandise stores in 2022, accounting for more than two thirds of value sales. It is synonymous with the term "department store" in the minds of local consumers, and is the major showcase for Spanish and international brands in all product categories in Spain. The company continued to improve the customer experience in the physical environment in 2022 with the refurbishment of several department stores, including their restaurants and cafe...

Euromonitor International's General Merchandise Stores in Spain 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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Euromonitor International

April 2023

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