

General Merchandise Stores in Italy

Market Direction | 2024-03-07 | 41 pages | Euromonitor

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Report description:

General merchandise stores recorded dynamic double-digit growth in current value terms in 2022 with department stores and variety stores both seeing elevated sales. This performance was backed by a renewed sense of optimism as concerns around the pandemic softened and restrictions were eased. Additionally, the return of tourists to Italy also boosted sales. The performance of general merchandise stores did not follow the same trajectory in 2023. Indeed, both department stores and variety stores...

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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La Rinascente extends its lead in department stores through a focus on luxury, local brands, and an enticing in-store experience

Mixed performances seen within variety stores as players forced to adjust to the challenging market conditions

PROSPECTS AND OPPORTUNITIES

E-commerce expected to provide stiff competition for general merchandise stores

La Rinascente investing in an omnichannel strategy as it looks to adapt to the changing market conditions

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