

# The Global Mass-Market Retail Industry: the market

## Market Analysis – 2017-2023 Trends – Corporate Strategies

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**Exclusive extracts from this 112-page-long report:**

**- What is the business?**

Retail sales include a large variety of food and non-food products and therefore typically account for a large share of domestic consumption. The majority (over 50%) of retail sales is generated by grocery and consumer packaged goods. Retailers sell diverse merchandise across a great variety of store formats (supercentres, hypermarkets, supermarkets, convenience stores, specialty stores, etc.). [...]

**- What are the main markets?**

Retail sales – including e-commerce – are concentrated in Asia, with North America and Western Europe combined accounting for 40.8% of total retail sales in 2015. Solid, albeit weaker, emerging market conditions will fuel industry growth as organised retail penetration continues to rise in emerging markets. [...]

**- Who are the key players?**

The world's top mass-market retailers originate in industrialised countries, in particular in the US, France, the UK and Germany. Walmart traditionally leads the global retail market in terms of total sales, although the corporation's international footprint is limited. Other major players include Costco, Carrefour, Tesco and Metro, among others. [...]

**- How intense is competition?**

Competitive rivalry in the retail market is intense, as highlighted by market players' low profit margins. Outlet-based retail chains continue to account for the largest share of global retail sales. However, online retailing has created a major upheaval in the industry, forcing traditional brick-and-mortar retailers to accelerate the development of e-commerce and m-commerce. While the rise of online retailers and hard discounters over the past decade has further increased price pressure on mass-market retailers, competition has expanded to other areas such as speed and convenience. [...]

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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