

# Leading Players of the Global Mass-Market Retail Industry

## Overview of Groups – SWOTs – Benchmarking - Company Profiles and Financials

*Publication date: November 2016*

### Exclusive extracts from this 79-page-long report:

#### - Who are the key players?

The overall retail sector includes several types of players that vary by size (selling area), product mix, location, distribution channels, and price or quality range. A broad distinction can be made between outlet-based retailing (all types of store-based retailers) and non-store retailing (vending machines, direct selling and online retailing). This report focuses on mass market, outlet-based retailers. Mass-market retailers' main offerings comprise food and other perishable goods, as well as specialty lines such as electronics, clothing, cosmetics, etc., in addition to various types of services (banking, telecom, mobile payments). [...]

Groups analysed in this report include: **Walmart, Costco, Carrefour, Tesco, Aeon, Metro, Auchan, Seven & I, Woolworths and GPA**

#### - What are the players' strategies?

While the pace of expansion has gradually slowed over recent years, Walmart has continued to expand its store network both in the US (new openings consisted chiefly of Walmart supercenter stores, featuring full pharmacy services as well as small-sized stores) and overseas. In the coming year, Walmart plans to close 269 stores (60 in Brazil, 55 across other Latin American markets, 154 in the US) and open in excess of 300 stores globally. [...]

#### - What are the players' key growth and profitability drivers?

As Tesco disposed of its loss-making operations in China, the US, Japan and, more recently, Turkey, net sales slipped from €88bn in 2011 to €75bn in 2015. After a record loss in 2014, Tesco expects a recovery in profitability in coming years. [...]

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.

**Petra Frent**  
Analyst, Xerfi Global

**Return by mail or fax to:**

Xerfi, 13-15, rue de Calais 75009 Paris

**Fax: + 33 1.42.81.42.14**

**Tel: + 33 1.53.21.81.51**

## ORDER FORM

Ref: 6XDIS15/ INTL

# Leading Players of the Global Mass-Market Retail Industry

**Overview of groups – SWOTs – Benchmarking - Company profiles  
and financials**

***Please choose how you wish to receive the report (tick the relevant box):***

<input type="checkbox"/> Hard copy (mail delivery):	<b>1 200 Ex VAT</b>	1 266,00 Inc VAT (5.5%)
<input type="checkbox"/> Electronic version (pdf file):	<b>1 200 Ex VAT</b>	1 440,00 Inc VAT (20.0%)
<input type="checkbox"/> Both versions (hard copy and electronic file)	<b>1 600 Ex VAT</b>	1 920,00 Inc VAT (20.0%)

***The applicable VAT rate is that of the date of the invoice***

***\* Please fill out in capital letters:***

Company: \_\_\_\_\_ Position: \_\_\_\_\_

Name & First name: \_\_\_\_\_

Address: \_\_\_\_\_

Post code: \_\_\_\_\_ City: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

(\*) E-Mail : \_\_\_\_\_  
(\*) required field

*Price valid until 30<sup>th</sup> September 2017. Invoice upon receipt of the order.*

*In case of litigation, express competence is granted to the Paris commercial court.*

**Date, Signature and Stamp:**

**Method of payment:**

☐ Enclosed cheque

☐ Upon receipt of the report and the invoice