

World Market for Retailing in 2021

September 2021

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Scope

COVID-19 has transformed the global retailing industry

THE RETAILING INDUSTRY TODAY

The retailing industry is staging a tentative recovery from the pandemic

Retailing weathered the pandemic better than other service industries

E-commerce posts strong growth as the Asia Pacific region gains ground

The rise of e-commerce powers non-store retailing to new heights

E-commerce projected to be largest global retail channel by sales in 2021

China and the US continue to display the greatest growth opportunities

LEADING COMPANIES AND BRANDS

Market consolidation in the global retailing industry picks up speed

Walmart retains the top spot, but e-commerce players are gaining round

Online marketplace operators are recording rapid sales gains

TOP FOUR TRENDS SHAPING THE INDUSTRY

Examining trends shaping the retailing industry

In the wake of COVID-19, omnichannel will drive the retail recovery

Store-based retail adapts, evolves and mutates

Livestreaming emerges as a tool for engaging digital shoppers in real time

China, US, UK and Brazil emerge as top markets for live selling in 2021

K-shaped recovery means a renewed focus on value for many

Discounters out-perform the rest of grocery retailing

Retailers reimagine fulfilment for a digital-first world

Almost half of population is open to robots or drones making deliveries

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E-commerce set to make significant gains in emerging markets

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Global snapshot of non-grocery specialists

Global snapshot of mixed retailers

Global snapshot of non-store retailing

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Regional snapshot: Western Europe

Regional snapshot: Eastern Europe

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