



Voice of the Industry: Retailing

September 2022

Table of Contents

INTRODUCTION

Scope

About Euromonitor International's Voice of the Industry survey series

Key findings

IMPACT OF RISING INFLATION AND THE WAR IN UKRAINE

Retailers see development opportunities in 2022 and the forecast period

Almost 90% of companies suffer from rising cost of raw materials

Consumers prioritise grocery shopping, while retailers expand non-grocery assortment

Inflation challenges require companies to respond

Retail professionals are seeking opportunities

UNDERGOING DIGITAL TRANSFORMATION

Reinvention of last mile operations is expected to show the biggest increase in impact

More than 75% of global professionals estimate e-commerce penetration at below 20%

Percentage of consumers who shop via mobile devices differs across regions

Half of retail professionals implementing omnichannel strategy face integration difficulty

Key factors impacting digital transformation in 2022

RETAILERS BALANCE OFFLINE VERSUS ONLINE PRESENCE

COVID-19 pandemic caused permanent changes in consumer behaviour

Sustainability remains a long-term priority, while reducing costs is a top priority in 2022

Offline stores experiment with store space

Consumers demand more from the in-store experience

Global retailers' in-store retailing investment plans over the next 12 months

Global retailers' digital retailing investment plans over the next 12 months

Retailers keep navigating a change

CONCLUSION

Key findings

APPENDIX

About Euromonitor International's Voice of the Industry survey series

Respondent breakdown

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/voice-of-the-industry-retailing/report.