

# Competitor Strategies in Retailing

June 2022

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## OVERVIEW

Companies at a glance

Walmart leads the global retailing market

Diverse approaches to M&A among market leaders

Carrefour stands out as others find it difficult to grow beyond their core geographies

To avoid localisation costs, companies focus on their main brands and standardised approach

## STRATEGIES

Value for money remains the most important purchase attribute for consumers

The COVID-19 pandemic accelerates discounters' development

Half of global discounters' value covered by Lidl and Aldi

Stores will continue to evolve to meet consumer experience expectations

International brands provide consumers with new experiences

Driven by digital shifts, omnichannel becomes must-have

Companies expand omnichannel presence across the globe

Consumers prefer quick commerce convenience, but businesses face sustainability issues

Impulse purchases are increasingly driven by quick delivery options

Sustainability is a must, but retailers still have room for development

Definition of sustainability has widened for businesses during pandemic

Sustainable solutions as a response to growing consumers' concern

## CONCLUSIONS

Prospects : Online retailers will take over

Key takeaways

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About Euromonitor's Consulting Innovation Practice

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