



General Merchandise Stores in the United Kingdom

March 2024

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General Merchandise Stores in the United Kingdom - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Poundland focuses on prices and product offering

Wilko falls into administration and closes all stores

B&M Bargains enjoys a successful year and solidifies its position as channel leader

PROSPECTS AND OPPORTUNITIES

Strong expected performance of discounters set to limit sales of variety stores

Marks & Spencer's focus on food to continue over the forecast period

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