

# General Merchandise Stores in Italy

March 2024

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## General Merchandise Stores in Italy - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Non-essential products sales drop to damage variety stores growth

La Rinascente extends its lead in department stores through a focus on luxury, local brands, and an enticing in-store experience

Mixed performances seen within variety stores as players forced to adjust to the challenging market conditions

#### PROSPECTS AND OPPORTUNITIES

E-commerce expected to provide stiff competition for general merchandise stores

La Rinascente investing in an omnichannel strategy as it looks to adapt to the changing market conditions

Polarisation boosts growth of premium department stores sales

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Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives

Sustainability in 2023 and onwards,

What next for retail?

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Informal retail

Opening hours for physical retail

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