

# Small Local Grocers in Italy

March 2024

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# Small Local Grocers in Italy - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Shopping experience advantages small local grocers

Tradition and modernity meet to satisfy consumer demand in Italy

Shrinking margins making it hard for small local grocers to survive

# PROSPECTS AND OPPORTUNITIES

Sustainability set to become a key focus of competition between retailers

Small local grocers likely to struggle to compete in an increasingly digital world

Tradition and customer loyalty will remain paramount to the future success of small local grocers

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# Retail in Italy - Industry Overview

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Retail in 2023: The big picture

Convenience remains a key focus of consumers and retailers as Italians lead increasingly busy lives Sustainability in 2023 and onwards,

What next for retail?

## OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2023

Seasonality

Christmas Holidays

Easter

Valentine's Day/Father's Day/Mother's Day

Summer Holidays/Back to School

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## **DISCLAIMER**

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